

Louisville Metro

Demographic and Economic Projections

2010 - 2040

Final Report
December 2015

Janet M. Kelly, Ph.D.

Executive Director, Urban Studies Institute

Matt Ruther, Ph.D.

Director, Kentucky State Data Center

Sarah Ehresman, MUP

Research Coordinator, Kentucky State Data Center

Ryan Marshall

Shane Shaughnessy

Justin Tackett

Jack Trawick



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Data and Methodology

Geographic Areas

The boundaries for Louisville Metro and Jefferson County are coterminous at the writing of this report. Therefore these names are used interchangeably throughout the report, regardless of the time frame presented.

A census tract is a statistical unit delineated by the U.S. Census Bureau to present data within individual counties. Census tracts are created using identifiable features such as roads, rivers and railroad tracks, and encompass approximately 2,500 – 8,000 people. Census tracts are meant to be relatively homogenous units, representing populations with similar characteristics. Census tracts do not cross county boundaries, and data for all census tracts in a county will sum to that county's total. As of 2010, Jefferson County contains 191 census tracts. Groups of census tracts were aggregated to form the market areas used in this report.

Because the geographic area that census tracts represent changes with each Decennial Census, the boundaries for census tracts in previous decades were adjusted to match the 2010 census tract boundaries using the Longitudinal Tract Data Base (LTDB). The LTDB is an open-source code to crosswalk tract-level census data from earlier decades (1970-2000) with 2010 tract boundaries (Logan et al. 2014). The LTDB relies on a combination of population and areal weighting in 2000 and uses only areal weighting for earlier decades (1970-1990). Data on the location of waterways, and therefore no land area, were also integrated to remove areas that contain no population. The areal weighting method assumes that population density, and characteristics of population, are constant across census geographies (e.g. tracts and blocks). While census units are meant to represent relatively homogeneous populations, this assumption creates a potential source of error when dissimilar populations are present within a geographic unit.

The U.S. Office of Management and Budget creates delineations of metropolitan statistical areas (MSA) that are composed of one or more counties. The general concept of an MSA is meant to represent a substantial urban center of at least 50,000 people and any adjacent counties that have a high degree of integration with the urban area as measured by commuting flows. The most recent definition of the Louisville/Jefferson County, KY-IN MSA, revised in 2013, includes twelve counties – seven in Kentucky and five in Indiana. This current MSA delineation is used throughout the report, regardless of the time frame presented.

Demographic Data

Demographic and socioeconomic data were collected from the 1970, 1980, 1990, 2000, and 2010 Decennial Censuses, as well as the 2009-2013 American Community Survey. Data from the 2010 Census and from the 2009-2013 American Community Survey are both referred to as “2010.” Estimates from the American Community Survey were only used when a comparable variable was not available from the 2010 Census.

Much of the tract-level demographic and socioeconomic data were available for download directly from the creators of the Longitudinal Tract Database (LTDB) already standardized in 2010 tract boundaries (US2010 Project). However, in order to ensure comparable variables over time, some of the data was not presented in useful summary categories. In these cases, original tract-level census data was retrieved from the National Historic Geographic Information System (NHGIS), and then standardized using the code provided by the LTDB (Minnesota Population Center; US2010 Project). More current American Community Survey data than is provided in the LTDB was downloaded from American Fact Finder. Data for the counties that comprise the Louisville MSA were downloaded from the NHGIS (Minnesota Population Center).

Population in group quarters refers to special population groups that do not live in housing units, but in group living arrangements that are owned or managed by another entity that provides housing and/or services for the residents. People living in group quarters are usually not related to each other. Group quarters facilities include college dormitories, nursing facilities, correctional facilities, military barracks and homeless shelters.

Population in households refers to the population living in housing units, such as a house, apartment, or mobile home. A household includes all the people who occupy a housing unit. Households are classified as either family households or non-family households. A family household includes a householder living with one or more individuals related to him/her by birth, marriage, or adoption. A non-family household is a householder living alone or living with non-relatives only.

Monetary figures were adjusted for inflation using the Bureau of Labor Statistics’ Consumer Price Index. All monetary figures are reported in 2013 dollars. Median values for market areas were determined by calculating the universe-based weighted mean of median values reported at the tract level.

Educational attainment is reflected for the population aged 25 years and over. The attainment category “high school graduate, no Bachelor’s” includes individuals who received a GED rather than a high school diploma.

Economic Data

Employment data by sector for Jefferson County and the Louisville MSA were collected from the Bureau of Economic Analysis and the Bureau of Labor Statistics' Quarterly Census of Employment and Wages.

Data on commute distances and tract-level employment by sector were collected from the Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES) from the U.S. Census Bureau. Commute distances are calculated based on a Euclidean distance between the block centroid of a worker's residence and workplace. Commute distances might actually be longer depending on mode and network choice. The workplace is based on the address reported by employers to the Quarterly Census of Employment and Wages or Multiple Worksite Reports. An address from administrative data may or may not be the actual location that a worker reports to most often. Nonreporting of multiple worksites is particularly common among state and local government entities and school districts.

Jefferson County Public Schools (JCPS) are one example of a school district that did not report multiple worksites for their employees, and all JCPS employees were originally reported as working in the location of the JCPS administrative offices in the LODES employment data. This created a disproportionate amount of employment in educational services in the Central Bardstown market area (where the VanHoose Education Center is located). JCPS provided employment data by school location so that these workers could be assigned to their physical work location. School locations were geocoded and assigned to the appropriate market area. Employment in educational services was subtracted from the Central Bardstown market area and added to other market areas based on the school's location and number of employees provided by JCPS. Substitute teachers and other staff that could not be assigned to another physical location were left in the Central Bardstown market area.

All of the sources for employment data discussed thus far only reflect covered workers, that is, workers who are covered by state or federal unemployment insurance. This universe typically excludes the self-employed, proprietors, and unpaid family workers. Data on nonemployers were collected for Jefferson County in an effort to capture the economic activity associated with the self-employed. A nonemployer business is one that has no paid employees, has annual business receipts of \$1,000 or more, and is subject to federal income taxes. Most nonemployers are self-employed individuals operating unincorporated businesses, which may or may not be the owner's principal source of income. Nonemployer data for Jefferson County were collected from the U.S. Census Bureau's Nonemployer Statistics data series.

Data on employment are presented in groupings of sectors based on the North American Industry Classification System (NAICS). Table 1.1 lists the sector groupings used in this report and the NAICS industry codes that comprise them.

Sector grouping	NAICS Industry Name	NAICS Codes
Construction	Construction	23
Manufacturing	Manufacturing	31-33
Trade	Wholesale trade; Retail trade	42, 44-45
Transportation and warehousing	Transportation and warehousing	48-49
Professional	Information; Finance and insurance; Real estate and rental and leasing; Professional, scientific and technical services; Management of Companies and Enterprises; Administrative and support and waste management and remediation services	51, 52, 53, 54, 55, 56
Educational services	Educational services	61
Health care and social assistance	Health care and social assistance	62
Hospitality	Arts, entertainment, and recreation; Accommodation and food services	71, 72
Other private sector services	Other services (except public administration); Agriculture, forestry, fishing and hunting; Mining, quarrying and extraction; Utilities	81, 11, 21, 22
Public Sector	Public administration	92

Table 1.1. NAICS-based sector groupings used to present employment by sector.

Population Projection Methodology

Population projections often begin with a demographic model that integrates data and mathematical processes to estimate how future population will be distributed based on historic patterns. The most common population projection model used by demographers – the cohort-component model – was used to generate the projections in this report (Preston et al. 2001). This model captures the impact of the primary components of population change – births, deaths, and net migration – in order to forecast changes in future population (see Formula 1). Population counts by gender and 5-year age groups from the 2010 Census served as the base population, and the most currently available fertility, mortality and migration rates were used to predict the change in each age cohort moving forward. To begin, age-specific fertility and mortality rates were calculated with use-restricted data provided by the Kentucky Cabinet for Health and Family Services. This accounts for the population that has recently been born as well as the population that will survive into the next time period. Then age-specific migration

rates were calculated using a residual method, determining the difference between population change in the last decade and the natural increase in the last decade (Winkler et al. 2013). Combining these age-specific rates into a single model allowed for the prediction for the population by age group and gender based on the demographic patterns that occurred in the recent past. The Kentucky State Data Center is responsible for producing county-level forecasts for all counties in Kentucky following each Decennial Census. The projections for the counties in southern Indiana were obtained from the Indiana Business Research Center at Indiana University. Because there is such consensus on the use of the cohort-component model for population projections amongst social scientists, the methodology used for the Indiana counties mirrors the methodology used in Kentucky (Kinghorn 2012). Indeed it is nearly the only method used for population projections (Preston et al. 2001). The cohort-component model is based on the balancing equation of population growth:

$$P_1 = P_0 + (B - D) + (IM - OM) \quad (1)$$

where P_0 is the total population at time 0 (the start of the forecast period), B is the number of births between time 0 and time 1, D is the number of deaths between time 0 and time 1, and IM and OM are the numbers of in-migrants and out-migrants between time 0 and time 1. P_1 thus represents the total population forecast for the future time period. B , D , and $(IM - OM)$ are derived by applying historical fertility, mortality, and migration rates to the population by age group at time 0.

Once the county-level forecasts were in place, forecasts of population by age group and gender were made for each component census tract in Jefferson County. While fertility, mortality and migration data are typically available for counties, the confidential nature of vital statistics records limits the availability of such data for small areas (Swanson et al. 2010). Moreover, developing reliable rates for small areas with few cases tends to be problematic, as random errors associated with a small numerator produces questionable results (Buescher 1997). Yet the variation of population distribution within a county is not fully described by the larger geography, as much of the population change can be concealed within the larger scale. For sub-county projections, the Hamilton-Perry model has been established as a reliable forecast model that requires minimal data inputs (Hamilton and Perry 1962; Smith et al. 2001; Swanson et al. 2010). The only data required are the age distribution of the population at two points in time, lending itself well to utilizing data from the Decennial Census (Swanson et al. 2010). Despite its less intensive data requirements, the Hamilton-Perry model satisfies the fundamental demographic equation by incorporating the effects of fertility, mortality, and net migration through cohort change ratios (Swanson and Tayman 2013).

The preliminary tract level projections were created using cohort change ratios, the historic rates of change for each gender/age group within households within a consistent geographic

area (see Formula 2). The 2000 to 2010 cohort change ratios were applied to the population in households in 2010 to project the population in households in each subsequent time period. Because the census tract boundaries changed between 2000 and 2010, the boundaries for the 2000 census tracts were standardized to match the 2010 census tract boundaries using the Longitudinal Tract Data Base (Logan et al. 2014).

$${}_nCCR_x = \frac{{}_nP_{x+y,1}}{{}_nP_{x,b}} \quad (2)$$

where ${}_nP_{x+y,1}$ is the population aged $x + y$ to $x + y + n$ in the most recent census, ${}_nP_{x,b}$ is the population aged x to $x + n$ in the second most recent census, and y is the number of years between the two most recent censuses.

The youngest age group that can be forecast using cohort change ratios is the 10 to 14 year old group, as younger groups were born during the 2000-2010 period. To predict the youngest age groups (0-4 and 5-9) by census tract, the child woman ratio was used. The child woman ratio is defined as the ratio of 0-4 year olds to women aged 15-44. Similarly, the child woman ratio for 5-9 year olds is the ratio of that age group to women aged 20-49.

A common issue present in census tract level data is spatial autocorrelation, in which tracts that are nearest each other tend to experience similar socioeconomic and demographic conditions (Duncan and Duncan 1955; Hogan and Tchernis 2004; Vasan et al. 2014). It is therefore recommended that a measure of spatial dependency be included in the model to smooth the population change across census tracts (Baker et al. 2014). After preliminary projections were developed using only cohort change ratios, the population change in each tract was averaged with the change experienced by each of its neighboring tracts.

An established limitation of the Hamilton-Perry model is that it can produce unreasonably high or low projections in areas that have experienced rapid population change in the last decade (Smith et al. 2001). To address this issue, it is recommended that an annual growth (or decline) limit be integrated into the projection model (Swanson et al. 2010). Following the spatial smoothing, a 5% annual population growth limit (or 3% annual population loss limit) was applied to each census tract. Tracts that exceeded this established growth ceiling (or floor) were adjusted to stay within this threshold.

Another limitation of the cohort change ratio method is that it does not recognize the density in which growth has occurred in the recent past. Tracts which have historically small but fast-growing populations will become unjustifiably dense over the period covered by the projection model. This is particularly relevant in suburban areas, which tend to have lower overall population densities. To prevent tracts in suburban areas from becoming untenably dense,

additional limits on the amount of growth that could occur in areas outside of the Core were applied using data from the Jefferson County Property Valuation Administrator (PVA) and the Metropolitan Sewer District (MSD) available from the Louisville/Jefferson County Information Consortium (LOJIC). Using parcel data from the PVA, the area of each tract that was currently residential development was determined. This residential land was used to calculate a current population density within the tract. Vacant parcels classified as residential, agricultural and commercial were identified as potentially developable land. These vacant parcels were subdivided into two categories: those that were within 50 meters of an existing sewer line and those that were not. The vacant parcels within the 50 meter sewer buffer were permitted to experience growth up to the current population density within the tract, while those outside the 50 meter sewer buffer were limited to population growth of up to one housing unit per five acres. Throughout the projection period, the sewer line buffer was extended – to 400 meters in 2030 and to 800 meters in 2040 – to account for potential future sewer expansion. The population density within the sewered land was held at its current rate in 2020 and was permitted to increase by 10% in each successive decade; this allows for modest future increases in suburban population density. Based on these density calculations, a maximum future population in each tract was determined and population change over the projection period was limited to this threshold.

Finally, the census tract projections were controlled to the county level projections of population in households (Swanson et al. 2010). Since census tracts nest completely within a county, the sum of the county's tracts should equal the county forecast. The results from this last constraint served as the final forecasts for population in households.

To determine total population, the population in group quarters in each tract was added to the forecasted population in households (Smith et al. 2001). The tract populations in group quarters were held constant at 2010 levels, with the exception of four census tracts around the University of Louisville. Data provided by the University of Louisville indicated that the student population was not appropriately captured by the 2010 Census, as shown in Figure 1.1. In addition, new developments built between 2010 and 2017 will nearly double the capacity of student housing around the University's campus. Population in group quarters was added to four census tracts (35, 37, 53, and 71) based on the current or future locations of student housing facilities, based on the assumptions that these developments would be filled at 90% capacity.

To determine the total number of households, the headship rate method was used (United Nations 1973). Using data from the 2010 Decennial Census, the proportion of the household population within each 10-year age group that was classified as the "head of household" was calculated. This proportion was then applied to the corresponding age group in the projected

household populations. The projected mean household size was calculated as the projected population in households divided by the projected number of households.

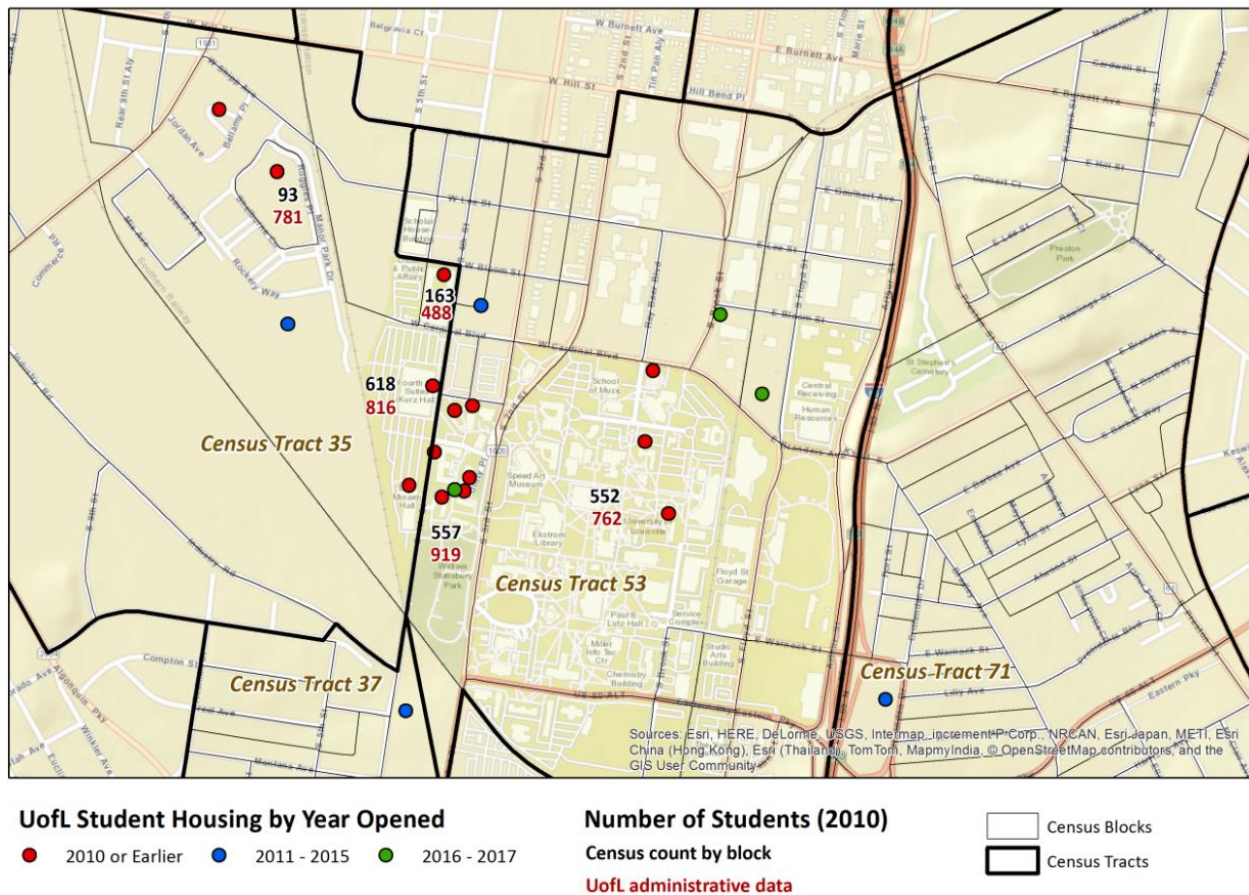


Figure 1.1. Number of students living in University of Louisville student housing in 2010 as presented by the 2010 Census by census block and administrative data provided by the University of Louisville by housing facility. Current and future locations of student housing facilities are also shown.

Employment Projection Methodology

Most economic forecasting is based on the assumption that historical trends in employment are the best predictor of future employment. There are a number of techniques that can be used to forecast but the most common is linear regression (Silvia et. al, 2014).

Ordinary least squares (OLS) linear regression predicts future trends based on past patterns. The method assumes that the dependent variable (future employment) will be influenced by

the same set of factors and in the same way that produced the independent variables (past employment), see Formula 3.

OLS fits a line through the data points using the least squares formula, a technique that minimizes the total distance between the line and each of the historical data points (Kremelberg, 2011). When the fitted line matches the data points well, the error introduced in the model is minimized. When the fitted line does not match the data points well, the error term will be higher and the predicted values – the forecast – will be less certain.

The OLS regression formula is

$$Y = a + bX + e \quad (3)$$

where Y is the employment outcome, X is the time period in which employment is measured, a is the intercept (e.g., employment at time 0), and b is the slope of the line (e.g., employment change over time). The e term represents residual variance or error.

OLS regression produces a coefficient of determination (denoted by R^2) that indicates what proportion of the variance in the dependent variable was predictable from the independent variable. This often is referred to as “goodness of fit” because it suggests how well the predicted line would have matched the observed values of the independent variable. Each forecast was evaluated on exactly this basis. When the goodness of fit was within acceptable limits – which, due to differences in the volume of employment within sectors and geographies, varied somewhat – the regression line became the forecast. When the goodness of fit was not within acceptable limits, a judgmental adjustment was made, as described below.

When an equation does not predict historical employment well, it is usually because of volatility in employment over time. The recent recession introduced volatility into manufacturing, construction, retail trade and some professional services. Examination of the trend line before and after the recession can help the forecaster determine how much the estimated trend line was influenced by the recession and the accompanying “jobless” recovery.

Judgmental adjustments are appropriate when extraordinary factors begin to affect the dependent variable in ways not seen in previous years (Ammons, 2009). Most adjustments are made based on specific information about changes in the national, state, regional and local economy and changes in the industry. National trends may suggest future employment increases (or decreases) in a sector. Also, the local and regional economy may have a greater proportion of employment in some industries than the national economy and may be more (or less) sensitive to those trends. Location quotients are used to identify sectors in which the percentage of local employment exceeds the percentage of national employment. When the location quotient is greater than 1, the sector is considered an exporting industry in which the

region has as economic advantage. Forecasters use a variety of resources for sector adjustments. The one used most often for sector adjustment in this forecast was the Bureau of Labor Statistics Employment Projections.

More appropriate (e.g., probable) forecasts can also be made by selecting a different time period for the regression. For example, historical local employment data are available for some industries (manufacturing, construction) back to 1969. As the United States transitioned to a service economy during the 1980s and 1990s historical observations of local manufacturing employment became less useful for predicting future manufacturing employment. For this forecast, the regression for manufacturing was performed using six different time period combinations, and adjusted based on these findings.

The Jefferson County employment forecast by sector was adjusted judgmentally for both the manufacturing and construction sectors. As described in more detail in the County section of the report, a “floor” of 20,000 manufacturing employees was imposed for the years 2030-2040. The construction regression was modified by smoothing to mute the impact of the rapid suburbanization of the 1970s and 1980s and to mute the impact of the great recession from 2007-2010. Other sectors in the county forecast were not adjusted.

Data limitations can introduce volatility into a forecast. Prior to 2000, detailed service sector employment was unavailable. Effective in 2001, new sector groupings provided the needed detail for the services sector. However, the limited number of observations for service sector employment decreased the reliability of the model. Rather than produce multiple sector forecasts of limited reliability, a judgment was made to combine similar service sectors into a new grouping called “professional.” This decreased the volatility of individual sector employment forecasts and enhanced reliability as indicated by an improved coefficient of determination.

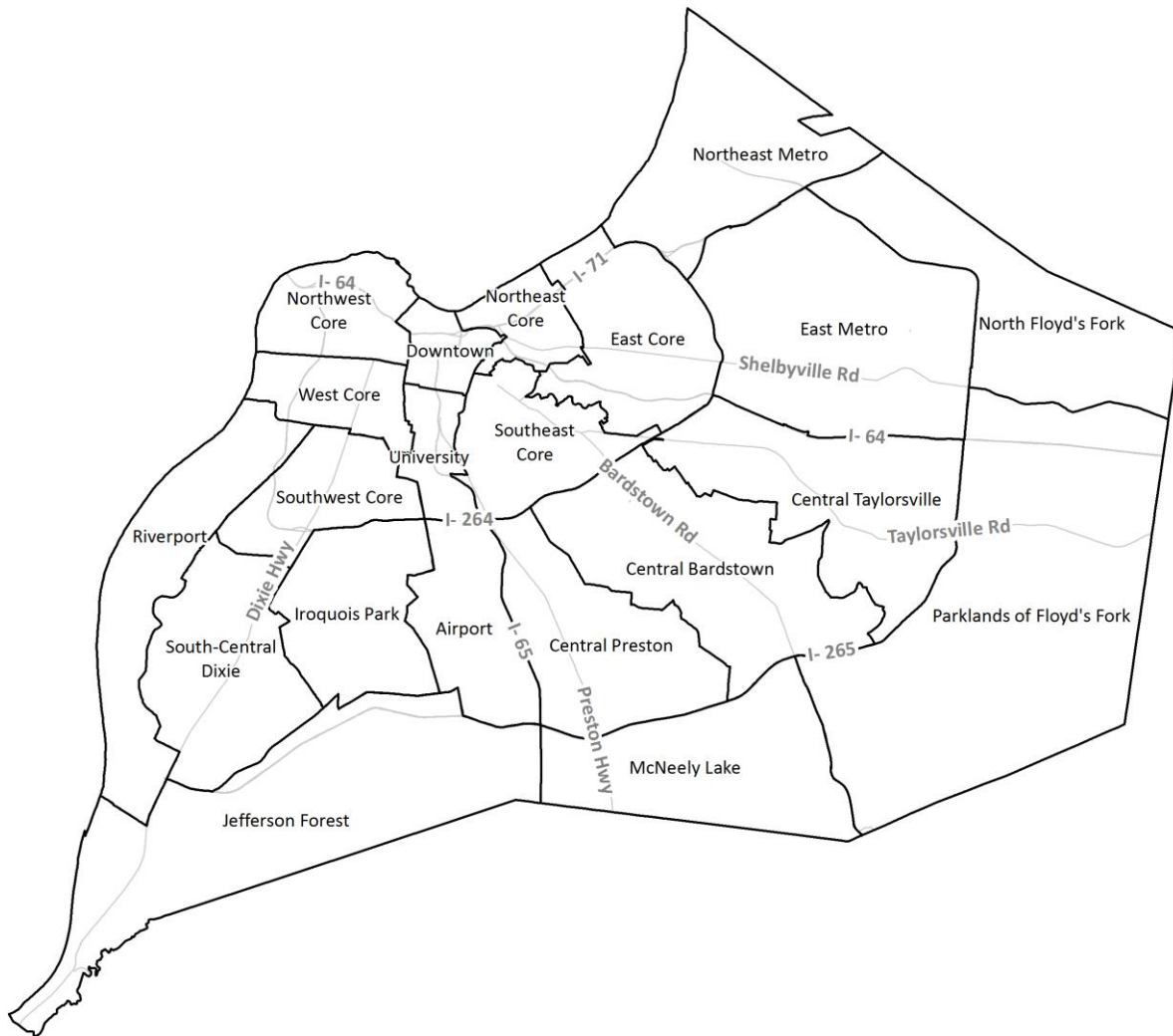
In addition to data availability and data relevance, sometimes new sources of data emerge that are relevant to the forecast. That was the case with nonemployer data, which became widely available after 2002. As described in the Data and Methodology chapter, nonemployers are defined by the US Census Bureau as firms or establishments that do not have paid employees but have annual receipts in excess of \$1,000 and pay federal taxes. Nonemployers include sole proprietors and contract employees, and have shown steady growth since the data began to be reported. Decreases in some sector employment may be offset by the increase of nonemployers; that is, a worker who might previously have been an employee of the firm now works for that same firm on a contract basis. He/she would be dropped from the sector employment totals and reflected in the nonemployer totals.

The market area employment forecasts were limited to total employment rather than employment by sector. Sector forecasts were initially performed for each market area; however, these results were largely unsatisfactory, as small changes in low employment sectors produced large gains or losses in the sector forecast. When a market area had sufficient stable employment in any sector to support a forecast, the sector was mentioned in the text after the total employment forecast was presented. That is, when total employment in a market area was predicted to rise, the sectors expected to contribute to the rise are indicated. Similarly, the sectors expected to contribute to the loss are also identified. Only one market area – Southwest Core – was adjusted based on loss of one major employment sector. Like the Metro forecast, manufacturing job losses were likely to drive the employment forecast too low. While the manufacturing employment trend is not expected to reverse, the decline in future periods will likely be less steep than was the decline in previous periods.

The market area total employment forecasts will not sum to the Jefferson County forecast because the adjustments to the manufacturing and construction sectors described in the county forecast were not apportioned to the market areas. That is, county manufacturing employment was essentially “frozen” at 20,000 after 2030, but this adjustment was not apportioned geographically to the market areas. There was no basis for predicting which specific manufacturers would reach a plateau and which would not. Additionally, nonemployers were added to the county forecast, but were not added to the market area forecasts, as nonemployer data is only available at the county level.

Employment forecasts by sector were performed for the MSA, but not for the individual counties comprising the MSA (with the exception of Jefferson County). The reason is the same as for the market areas - some component counties had very little employment in some sectors, making a sector forecasts unreliable for planning purposes. Total employment for the counties was forecast in the usual way with no judgmental adjustments. Nonemployers were not forecast for the counties other than Jefferson.

Louisville Metro



People

Jefferson County's total population reached 741,096 in 2010, a 7% increase from the total population in 2000, and an 11.5% increase from the total population in 1990. The population increase between 1990 and 2010 came after two decades of population decline between 1970 and 1990 (see Figure 2.1).

Of Louisville's total 2010 population, 98% were in households, while the remaining 2% were in group quarters. These rates remained stable between 1990 and 2010. The 2010 population was nearly evenly distributed between males and females, with males comprising 48% of the population and females representing the remaining 52%.

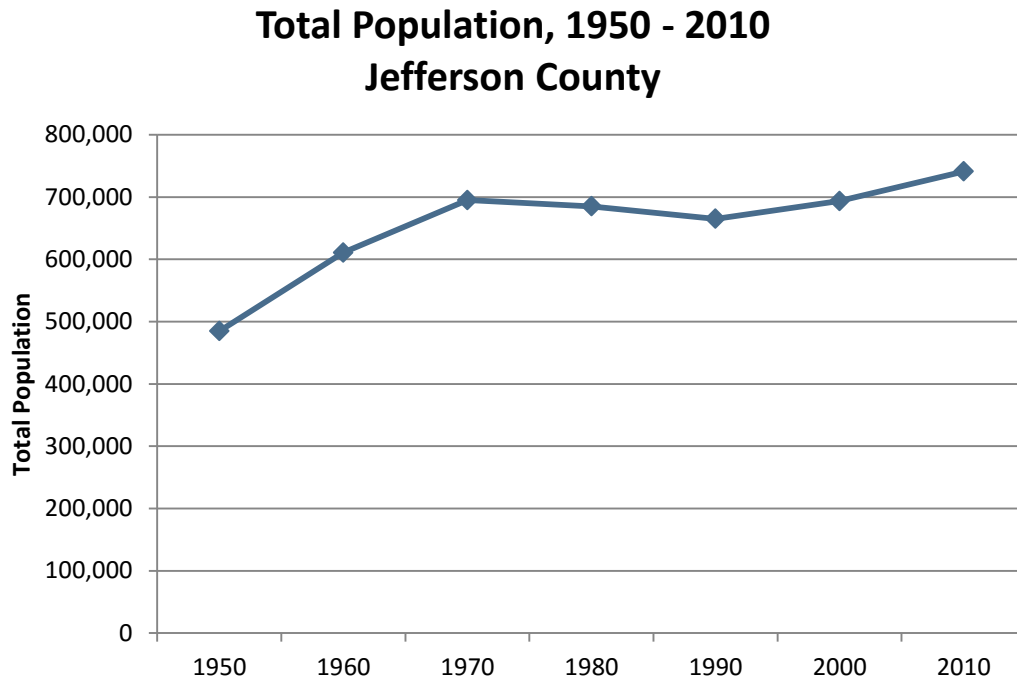


Figure 2.1. Total population in Jefferson County by decade. Source: U.S. Census Bureau.

Like much of the United States, Jefferson County has experienced population aging over the last few decades. In 1970, the population age 60 years and over comprised 13% of the population, a figure that rose to 18% in 1990 and to 19% in 2010. Children under 18 represented 36% of the population in 1970, 24% of the population in 1990, and 23% of the population in 2010. As illustrated in Figure 2.2, a significant portion of Louisville's 2010 population was represented by adults age 45 to 54, which comprised 15% of the total 2010 population. Young adults – those individuals age 25 to 34 – was also a significant age group in 2010, constituting 14% of the 2010 population. This number represented a decline from 1990 when this age group comprised 17% of the population.

Jefferson County's population became more racially and ethnically diverse between 1990 and 2010. As shown in Table 2.1, the percentage of the population who identifies as non-Hispanic White decreased over these two decades. In numeric terms, this racial group declined by nearly 20,000 people between 1990 and 2010, while all other racial groups experienced numeric increases. This suggests that the population growth within the county over this time period was driven by growth in racial and ethnic minority groups. The percentage of the population who identifies as Hispanic and the percentage of the population born outside the U.S. both increased dramatically between 1990 and 2010. The increase in the foreign born population

also drove an increase in the population with limited English proficiency; however, only an estimated 2% of the current population five years of age and older do not speak English well.

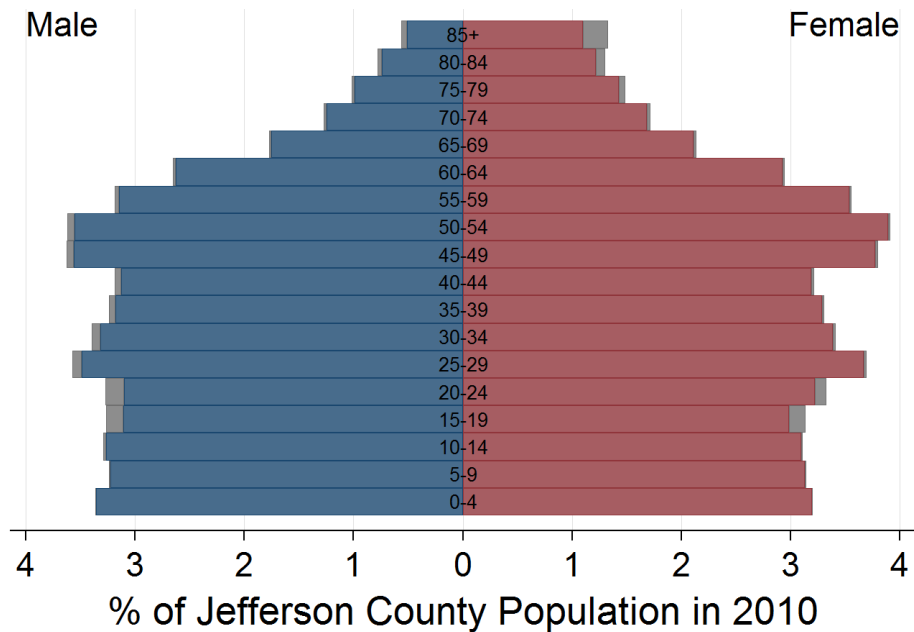


Figure 2.2. Population pyramid of Jefferson County. Source: U.S. Census Bureau.

Jefferson County Race, Ethnicity, and Nativity			
	1990	2000	2010
Non-Hispanic White	81.5%	76.4%	70.5%
Non-Hispanic Black	17.0%	18.7%	20.6%
Non-Hispanic Asian	0.7%	1.4%	2.2%
Non-Hispanic Other	0.2%	1.6%	2.3%
Hispanic	0.7%	1.8%	4.4%
Foreign Born	1.5%	3.4%	6.5%

Table 2.1. Race, ethnicity, and nativity of Jefferson County as a percentage of the total population by decade. Source: U.S. Census Bureau.

Jefferson County's population became more highly educated between 1990 and 2010, as shown in Figure 2.3. While the percentage of the adult population with a high school degree but without a Bachelor's degree remained relatively stable between 1990 and 2010, the

percentage of the adult population with a Bachelor's degree or higher increased from 19% in 1990 to 30% in 2010. The percentage of the adult population without a high school diploma fell from 26% to 12% over this time period.

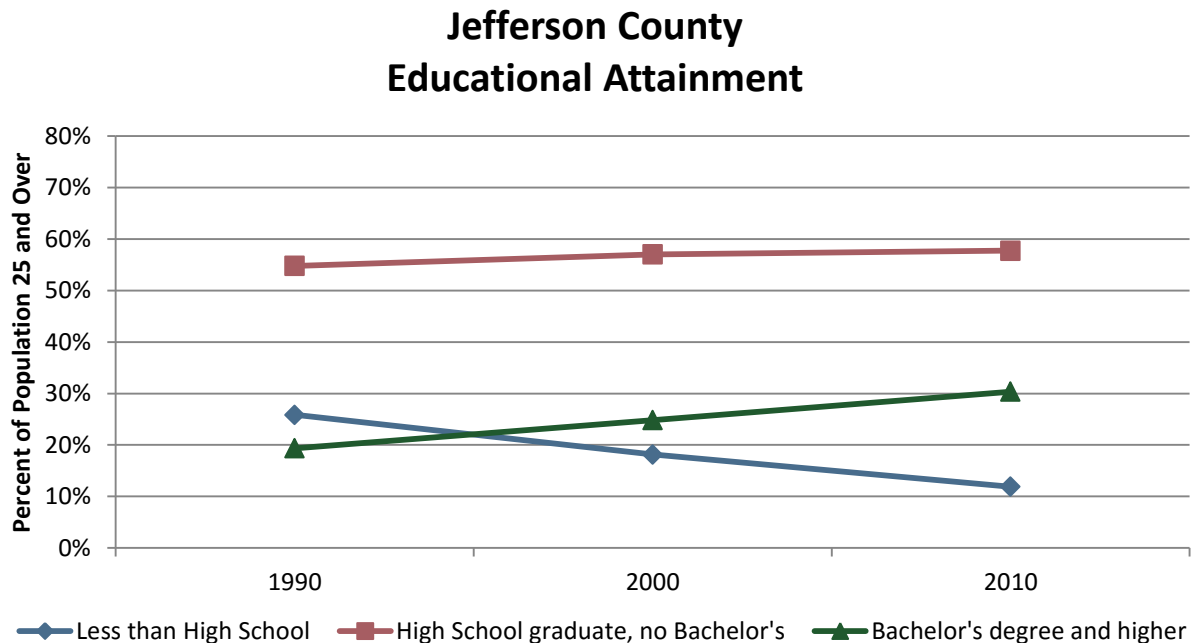


Figure 2.3. Percentage of the population 25 years and over in Jefferson County within different educational attainment categories by decade. Source: U.S. Census Bureau.

Following a national trend, the percentage of the population who has never been married increased between 1990 and 2010. In 1990, only 26% of the population 15 years and older had never been married; by 2010, this figure had risen to 33%.

Households and Families

The number of households in Jefferson County was 309,175 in 2010, a 17% increase above the 1990 household count. Of the total 2010 households, 61% were family households, a 7 percentage point decrease since 1990, and a 20 percentage point decrease since 1970 (see Figure 2.4). Meanwhile, the percentage of single-person households doubled between 1970 and 2010, and comprised 32% of 2010 households. These trends are reflected in the average household size, which fell from 3.16 in 1970, to 2.48 in 1990, and to 2.35 in 2010.

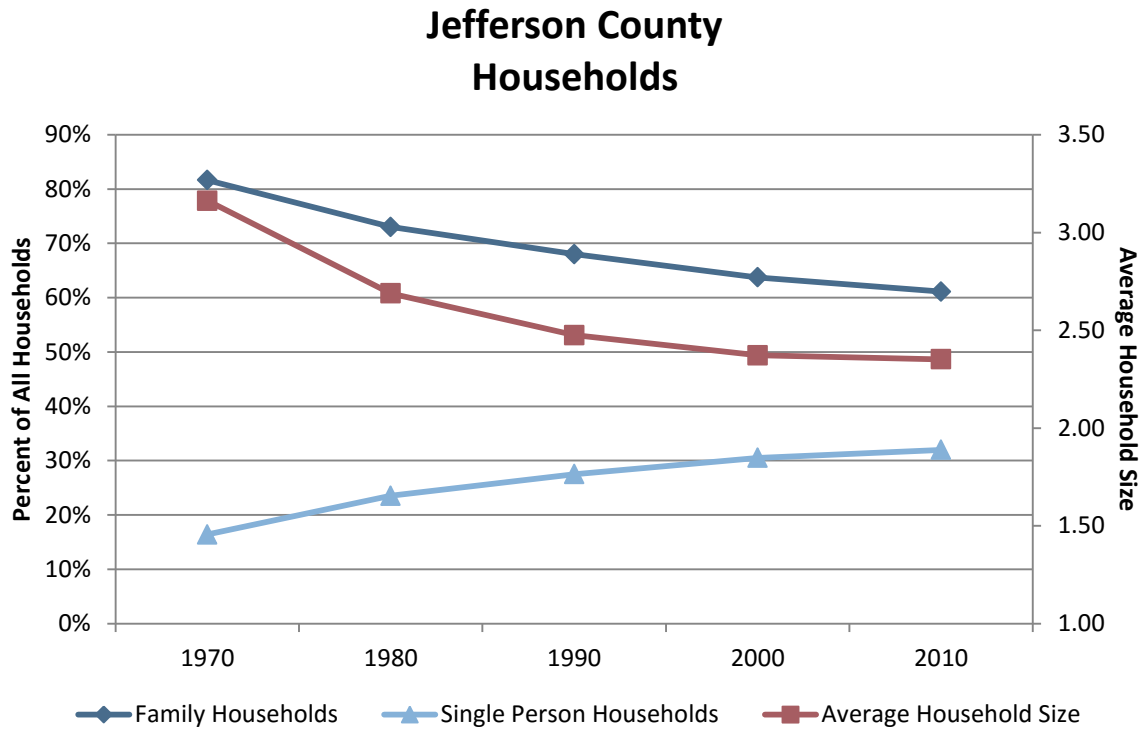


Figure 2.4. The percentage of all households in Jefferson County that are family households or individuals living alone by decade (left axis); average household size in Jefferson County in each decade (right axis). Source: U.S. Census Bureau.

Of the 188,982 family households residing in Jefferson County in 2010, two-thirds were married couple families, while female-headed families comprised 25% of the family households. The percentage of family households that were married couples declined 7 percentage points from 1990 to 2010. These changes are reflected in a reduction in average family size, from 3.04 in 1990 to 2.98 in 2010. Relatedly, the presence of children under age 18 increased in single parent families and decreased in married couple families between 1990 and 2010.

In 2010, Jefferson County's median household income was \$46,959 (in 2013 dollars), a 15% decrease since 2000 after adjusting for inflation (see Figure 2.5). The poverty rate has followed this trend, with 13% of families below the poverty level in 2010 (an increase from 10% in 2000) and 21% of families with children below the poverty level in 2010 (an increase from 15% in 2000).

Jefferson County Income and Poverty

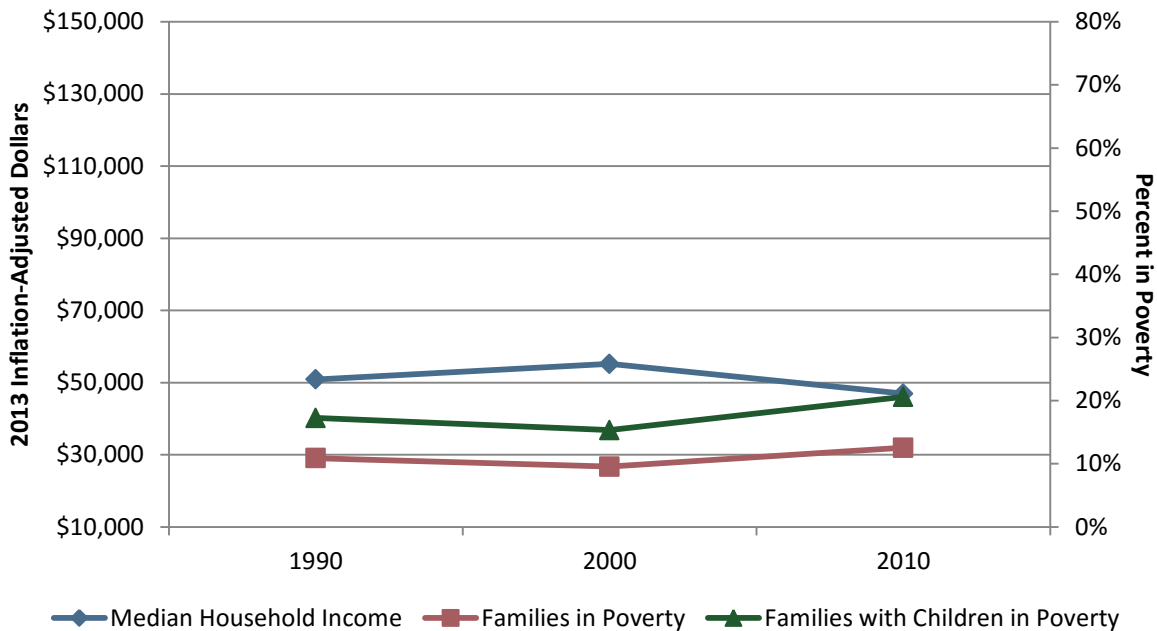


Figure 2.5. Jefferson County's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in Jefferson County with income below the poverty line and the percentage of families with children in Jefferson County with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median home value in Jefferson County increased 47% between 1990 and 2010, controlling for inflation, reaching a value of \$149,100 in 2010. The median contract rent also increased 18% during this time, to a value of \$592 in 2010 (see Figure 2.6). The increased housing cost coupled with the decrease in median household income corresponded with an increase in housing cost burden for both renters and homeowners. In 2010, nearly half of renters (49%) were using 30% or more of their income for rent, an increase from 38% in 1990. Similarly, 23% of homeowners were spending 30% or more of their income on housing costs in 2010, an increase of 9 percentage points since 1990.

The commute times for workers living in Jefferson County remained largely unchanged between 1990 and 2010. Of workers living in Louisville Metro who did not work at home in 2010, 75% had a commute time of less than 30 minutes and 97% had a commute time under one hour. Meanwhile, Jefferson County households without a vehicle became rarer, comprising only 10% of households in 2010, a decline from 13% in 1990.

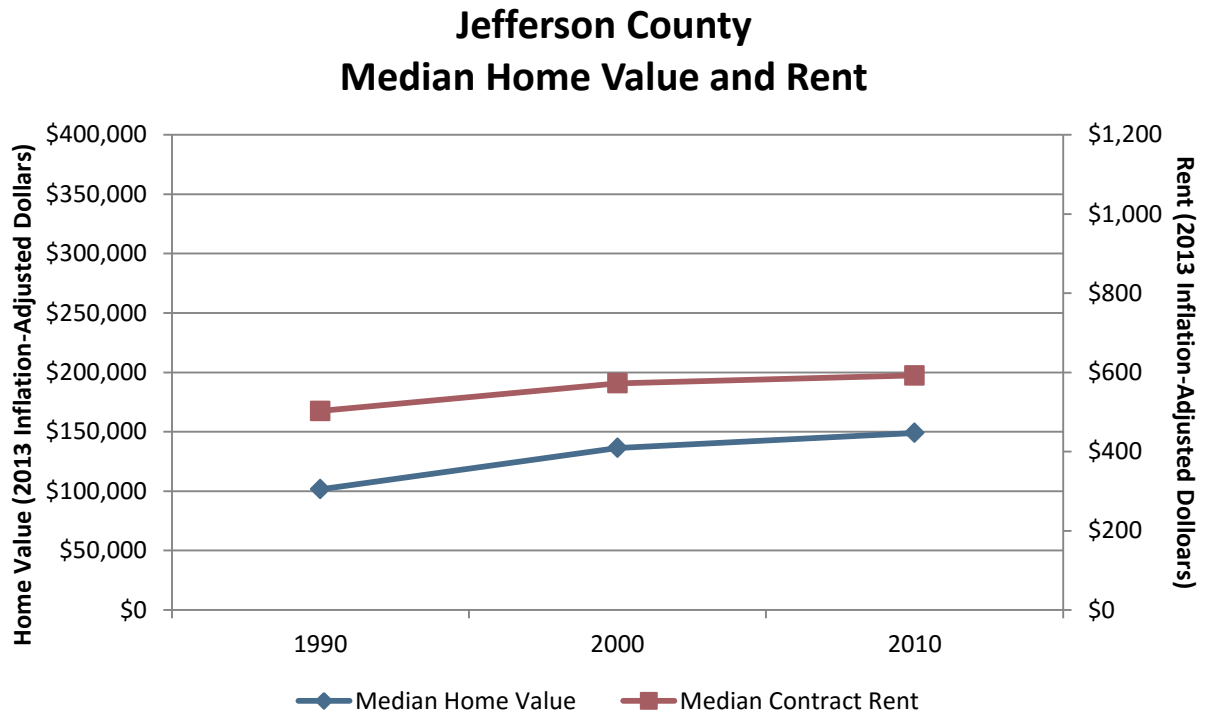


Figure 2.6. The median home value of owner-occupied housing units in Jefferson County by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in Jefferson County by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Housing Units

The total number of housing units in Jefferson County reached 337,616 in 2010, a 20% increase since 1990. Of these housing units, 8% were vacant in 2010, an increase of 2 percentage points since 1990. Of the 309,175 occupied housing units in 2010, 63% were owner-occupied while 37% were renter-occupied. The percentage of homeowners decreased slightly from 1990, when owners comprised 65% of occupied housing units.

Projections of Population and Households

Jefferson County is projected to grow by 131,135 people – an 18% increase – between 2010 and 2040 (see Table 2.2). Population growth outside of the Core market areas is projected to continue at a faster pace than growth inside the Core. As shown in Figure 2.7, the largest numeric growth is expected to be in areas outside the Watterson Expressway and inside the Gene Snyder Freeway, in the East Metro and Central Bardstown market areas. Other large numeric gains (over 10,000) are forecast in the North Floyd's Fork, McNeely Lake, Central Taylorsville, South-Central Dixie, and Central Preston market areas. The largest population decline is projected in the Northwest Core market area. The Southeast Core market area is also forecast to experience a small population decline.

The largest percentage growth is expected outside of the Gene Snyder in the Parkland's of Floyd's Fork market area, as shown in Figure 2.8. All other market areas in eastern Jefferson County outside of the Gene Snyder are also projected to see sizeable percentage gains in population. North Floyd's Fork, McNeely Lake, and Northeast Metro are each projected to gain more than 25% of their current populations by 2040. With the exception of the East Core, market areas in the Core are forecast to see smaller percentage gains (less than 10%) or minor declines in population.

Jefferson County is projected to gain 65,425 households, a 21% increase, between 2010 and 2040 (see Table 2.3). Since market areas within the Core are generally projected to have decreasing household sizes, several market areas within the Core are projected to experience a larger percentage change in households than in total population. Regardless, the largest numeric gain of households will be outside of the Core, in the East Metro market area. Other large numeric gains of households (over 5,000) are projected in the Central Bardstown, North Floyd's Fork, Central Taylorsville, McNeely Lake, South-Central Dixie and Central Preston market areas, all of which are outside of the Core (see Figure 2.9).

The largest percentage growth in households is expected in the Parklands of Floyd's Fork and North Floyd's Fork, both of which are projected to experience a larger than 50% increase in households between 2010 and 2040 (see Figure 2.10). The Southeast Core, University and Northwest Core market areas are projected to experience minor declines in the number of households between 2010 and 2040. Although the University market area is projected to gain population over the coming decades, students living in University housing are classified as residing in group quarters rather than households, and are therefore not reflected in household change.

Projections of Total Population, 2010 - 2040 Louisville Metro and Market Areas									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Airport	2,536	2,521	2,503	2,533	2,553	2,608	2,658	122	4.8%
Central Bardstown	78,975	82,536	85,980	89,187	92,069	93,777	95,316	16,341	20.7%
Central Preston	54,027	56,243	58,379	60,202	61,805	63,399	64,880	10,853	20.1%
Central Taylorsville	52,977	55,536	58,016	60,456	62,675	63,839	64,888	11,911	22.5%
Downtown	13,291	13,405	13,501	13,716	13,880	14,120	14,335	1,044	7.9%
East Core	36,092	36,523	36,902	37,925	38,810	40,011	41,142	5,050	14.0%
East Metro	76,833	80,293	83,640	87,250	90,543	93,158	95,606	18,773	24.4%
Iroquois Park	51,891	52,113	52,261	53,412	54,367	55,836	57,204	5,313	10.2%
Jefferson Forest	22,522	23,058	23,560	24,438	25,226	26,162	27,051	4,529	20.1%
McNeely Lake	30,057	33,249	36,394	38,418	40,302	41,545	42,715	12,658	42.1%
North Floyd's Fork	33,806	37,895	41,930	44,078	46,064	47,265	48,382	14,576	43.1%
Northeast Core	15,054	14,955	14,834	14,914	14,938	15,068	15,172	118	0.8%
Northeast Metro	16,305	17,714	19,098	20,119	21,066	21,720	22,335	6,030	37.0%
Northwest Core	32,005	30,725	29,402	28,551	27,596	26,787	25,931	-6,074	-19.0%
Parklands of Floyd's Fork	13,040	15,524	17,985	19,149	20,244	20,940	21,598	8,558	65.6%
Riverport	14,902	15,412	15,899	16,602	17,243	17,855	18,434	3,532	23.7%
South-Central Dixie	54,600	56,643	58,607	60,855	62,882	64,751	66,504	11,904	21.8%
Southeast Core	49,229	48,637	47,976	47,807	47,464	47,457	47,366	-1,863	-3.8%
Southwest Core	44,210	44,333	44,394	45,298	46,036	47,335	48,549	4,339	9.8%
University	20,000	21,218	22,407	22,148	21,809	21,524	21,201	1,201	6.0%
West Core	28,744	29,466	30,147	30,370	30,482	30,751	30,966	2,222	7.7%
Louisville Metro	741,096	768,000	793,817	817,427	838,053	855,909	872,231	131,135	17.7%

Table 2.2. Projections of total population in Jefferson County by market area and year.

Projected Population Change (2010 – 2040) Louisville Metro

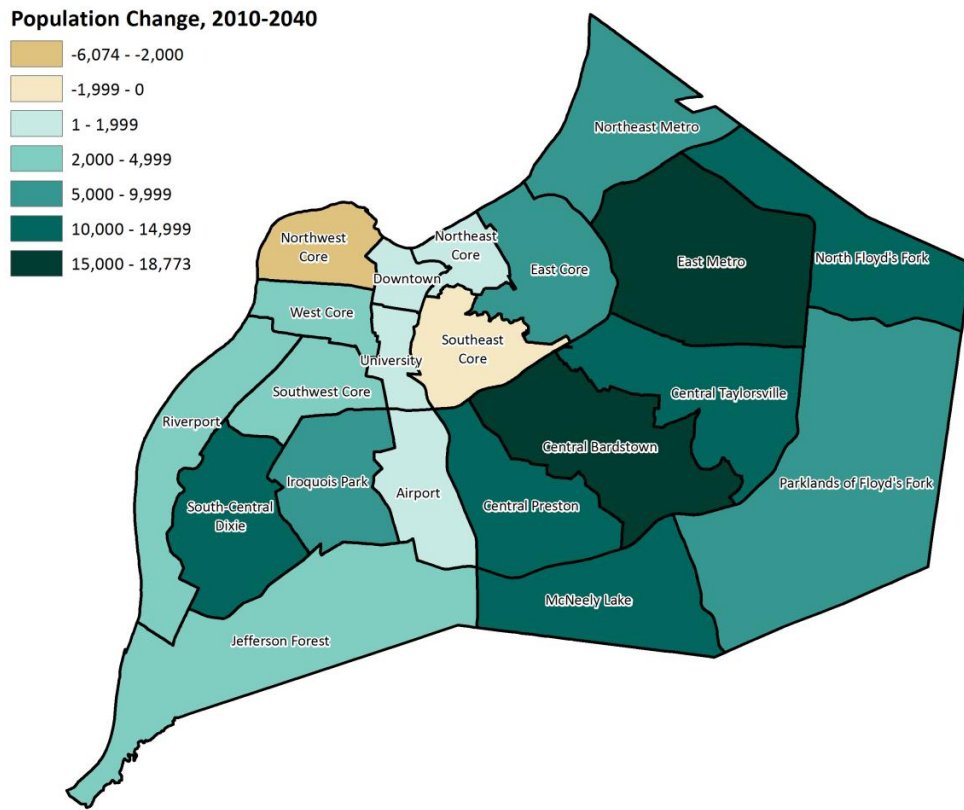


Figure 2.7. Projected population change in Jefferson County between 2010 and 2040 by market area.

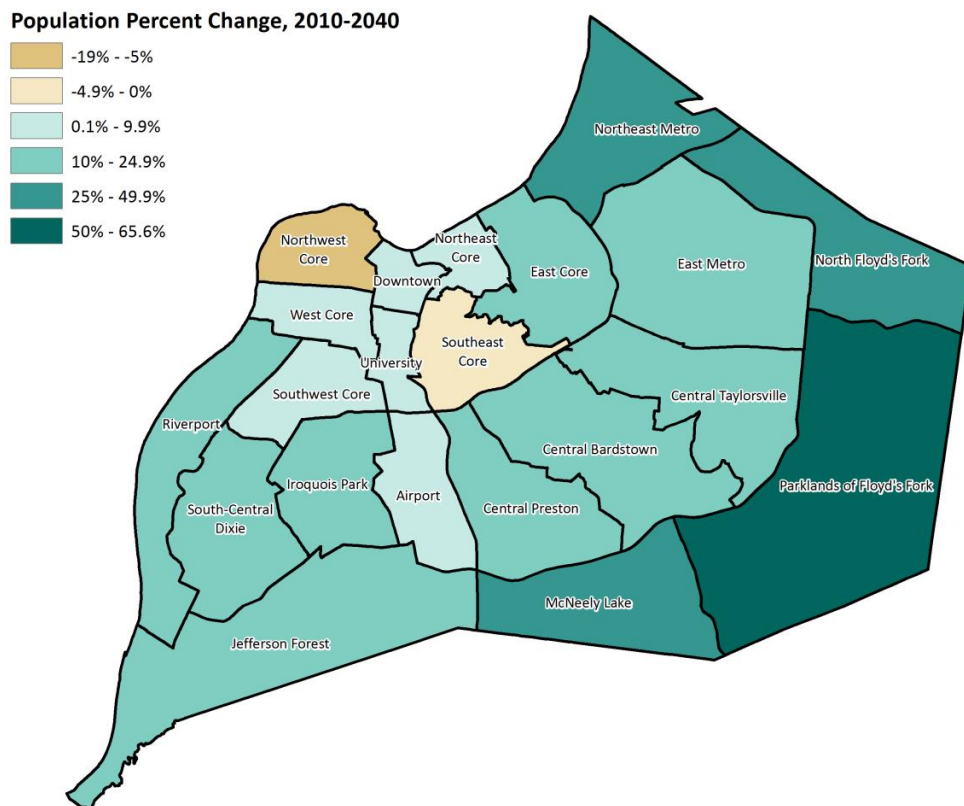


Figure 2.8. Projected percent change in total population in Jefferson County between 2010 and 2040 by market area.

Projections of Total Households, 2010 – 2040 Louisville Metro and Market Areas									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Airport	960	967	973	990	1,001	1,031	1,058	98	10.2%
Central Bardstown	32,655	34,421	36,139	37,579	38,791	39,534	40,140	7,485	22.9%
Central Preston	22,124	23,218	24,280	25,169	25,905	26,623	27,249	5,125	23.2%
Central Taylorsville	22,069	23,440	24,778	26,062	27,187	27,749	28,215	6,146	27.8%
Downtown	5,785	6,023	6,252	6,515	6,739	6,994	7,224	1,439	24.9%
East Core	16,666	17,060	17,430	18,065	18,590	19,212	19,767	3,101	18.6%
East Metro	33,790	35,993	38,145	40,272	42,154	43,677	45,050	11,260	33.3%
Iroquois Park	21,031	21,241	21,422	21,940	22,326	22,948	23,490	2,459	11.7%
Jefferson Forest	8,530	8,948	9,353	9,861	10,308	10,774	11,204	2,674	31.3%
McNeely Lake	11,321	12,713	14,088	14,970	15,760	16,321	16,825	5,504	48.6%
North Floyd's Fork	12,996	14,896	16,775	17,815	18,746	19,208	19,604	6,608	50.8%
Northeast Core	7,904	7,929	7,943	8,011	8,029	8,121	8,185	281	3.6%
Northeast Metro	6,364	7,123	7,871	8,385	8,848	9,104	9,328	2,964	46.6%
Northwest Core	12,358	12,153	11,930	11,667	11,332	11,005	10,640	-1,718	-13.9%
Parklands of Floyd's Fork	4,951	6,016	7,072	7,566	8,013	8,224	8,407	3,456	69.8%
Riverport	5,797	6,061	6,316	6,662	6,968	7,209	7,426	1,629	28.1%
South-Central Dixie	21,684	22,705	23,694	24,714	25,583	26,288	26,903	5,219	24.1%
Southeast Core	23,215	23,167	23,086	23,106	22,986	22,988	22,910	-305	-1.3%
Southwest Core	18,132	18,262	18,366	18,758	19,036	19,485	19,867	1,735	9.6%
University	9,884	9,733	9,568	9,474	9,322	9,194	9,035	-849	-8.6%
West Core	10,959	11,119	11,264	11,510	11,686	11,900	12,072	1,113	10.2%
Louisville Metro	309,175	323,189	336,744	349,090	359,312	367,590	374,600	65,425	21.2%

Table 2.3. Projections of total households in Jefferson County by market area and year.

Projected Household Change (2010 – 2040) Louisville Metro

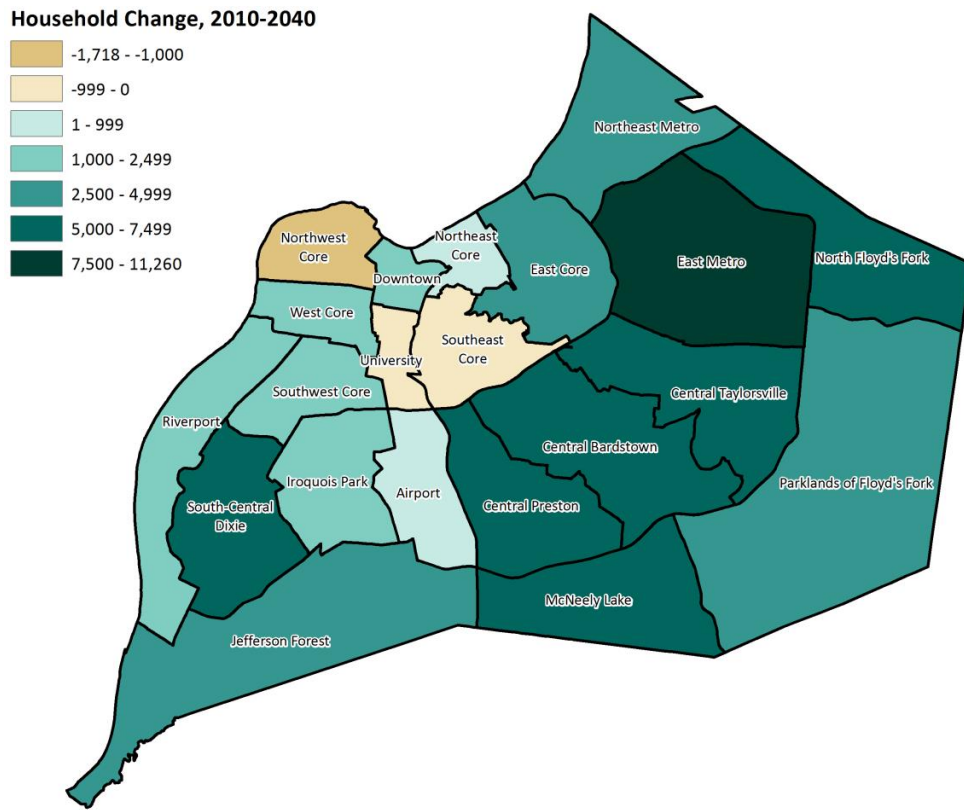


Figure 2.9. Projected household change in Jefferson County between 2010 and 2040 by market area.

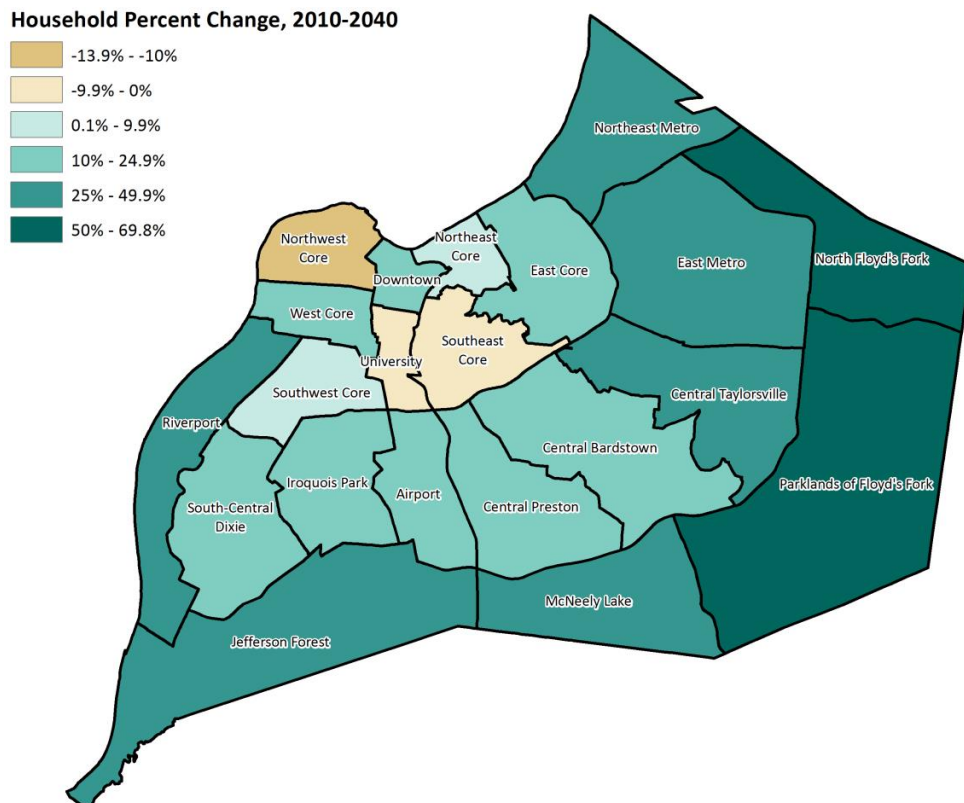


Figure 2.10. Projected percent change in households in Jefferson County between 2010 and 2040 by market area.

Commuting Patterns

An examination of 2013 commuting patterns of workers within Louisville's metropolitan statistical area (MSA) reveals that nearly 4 times as many MSA workers commute from MSA counties outside of Jefferson County into Louisville Metro for work as do residents of Jefferson County that commute to other MSA counties for work (see Figure 2.11). The delineation of a

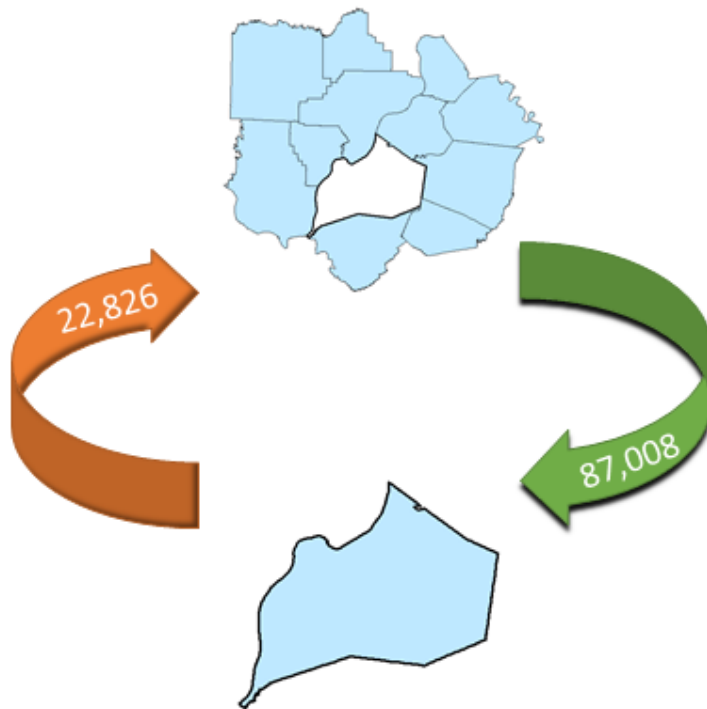


Figure 2.11. Commuting flows in 2013 between Jefferson County and the rest of the Louisville MSA. Source: U.S. Census Bureau.

metropolitan statistical area is based on this dynamic. It includes a core urban area along with adjacent counties that have a high degree of social and economic integration as measured by commuting flows. Louisville Metro is remarkable in that, like other consolidated city-county governments such as Nashville and Indianapolis, the proportion of MSA workers commuting into the consolidated jurisdiction is high. Unconsolidated MSAs show more inter-county commuting flows.

Examining the commuting patterns by county, as shown

in Figure 2.12, shows a substantial portion of the commuting flows cross the Ohio River, particularly from urbanized Clark and Floyd counties. About 10,000 of the 22,000 out-commuters from Louisville Metro travel to Indiana counties to work. Conversely, about 35,000 commuters travel from Indiana to Louisville Metro for work. Bullitt and Oldham counties also have significant commuting inflows into Louisville Metro, suggesting that they may be considered residential suburbs of Louisville Metro.

There is some evidence that workers employed in Louisville Metro are moving farther away from their workplaces, as shown in Figure 2.13. The majority of Louisville Metro workers commuted less than 10 miles to their place of work in both 2002 and 2013. However, 20% of workers in 2013 commuted 25 or more miles to their job in Metro, up 4 percentage points over the last decade.

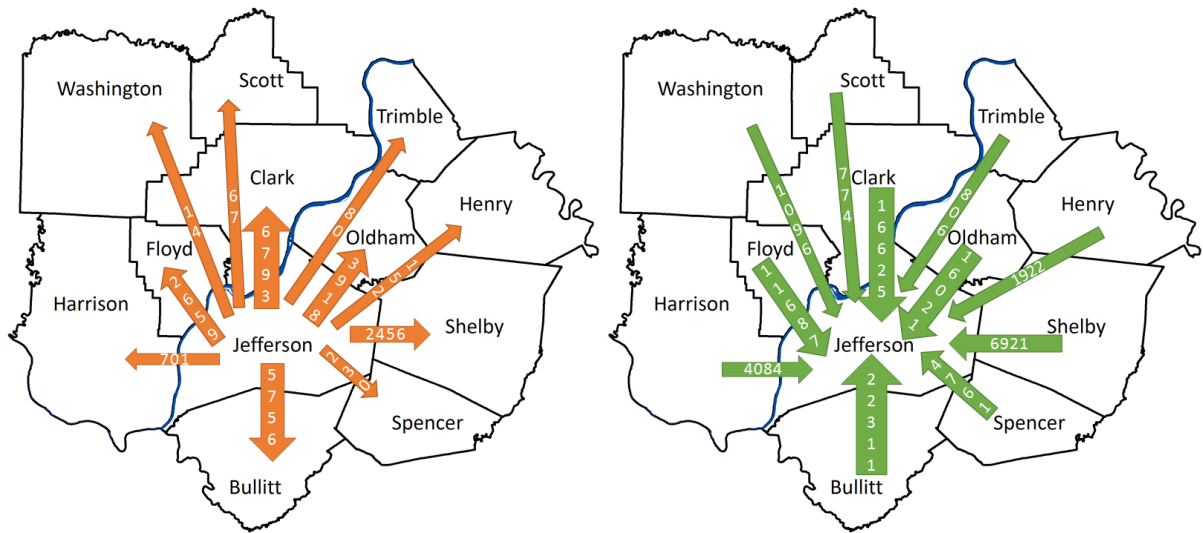


Figure 2.12. Commuting flows in 2013 between Jefferson County and the rest of the Louisville MSA by county. Source: U.S. Census Bureau.

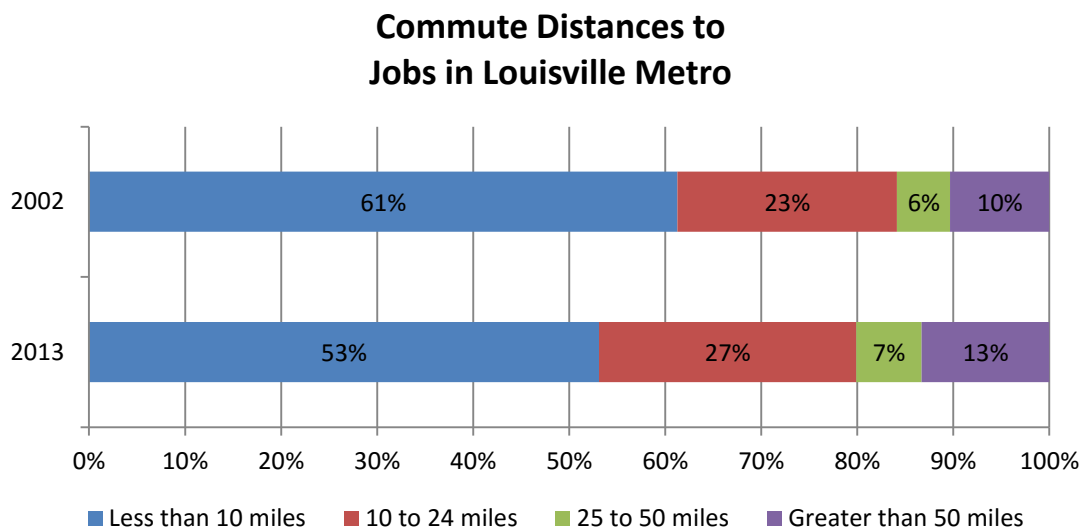


Figure 2.13. Commute distances workers traveled to jobs in Louisville Metro in 2002 and 2013. Source: U.S. Census Bureau.

Employment Overview

Employment is cyclical, declining during economic downturns and increasing during economic booms. As shown in Figure 2.14, Jefferson County experienced the normal cyclical employment pattern until the late 1980s, when employment in the county began to grow steadily until the beginning of the 2000s.

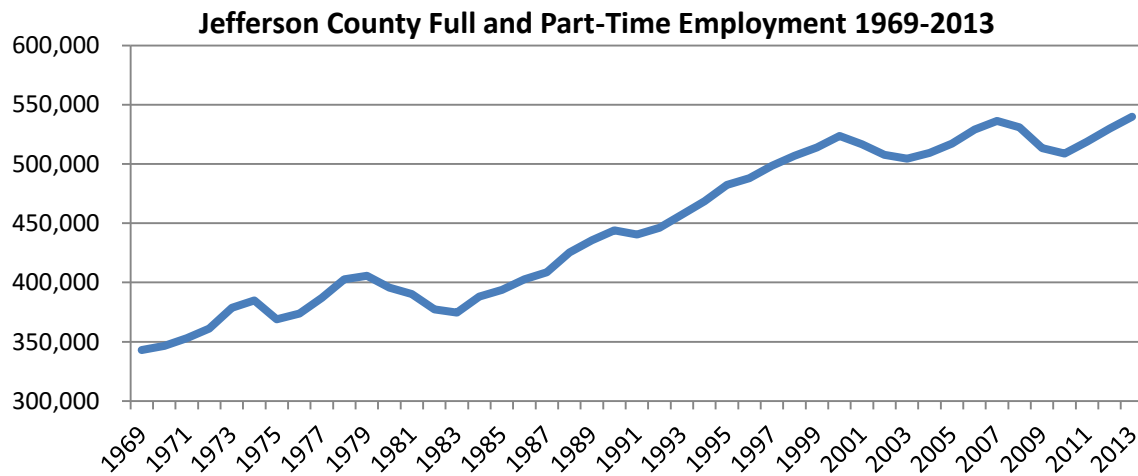


Figure 2.14. Full and part time employment in Jefferson County by year. Source: Bureau of Economic Analysis.

Even as the number of full and part-time Metro workers approaches 550,000 – and with the possibility of an overcount when part time workers have multiple jobs – the figure is very likely an underestimate when the self-employed are added.

The average weekly wage of a Jefferson County worker is \$945 and the average annual salary is \$49,134 (Bureau of Labor Statistics).

Employment by Sector

As shown in Figure 2.15, health care and social assistance is the largest employment sector in Jefferson County, comprising about 12% of the total nonfarm economy.

Jefferson County Full and Part Time Employment 2014

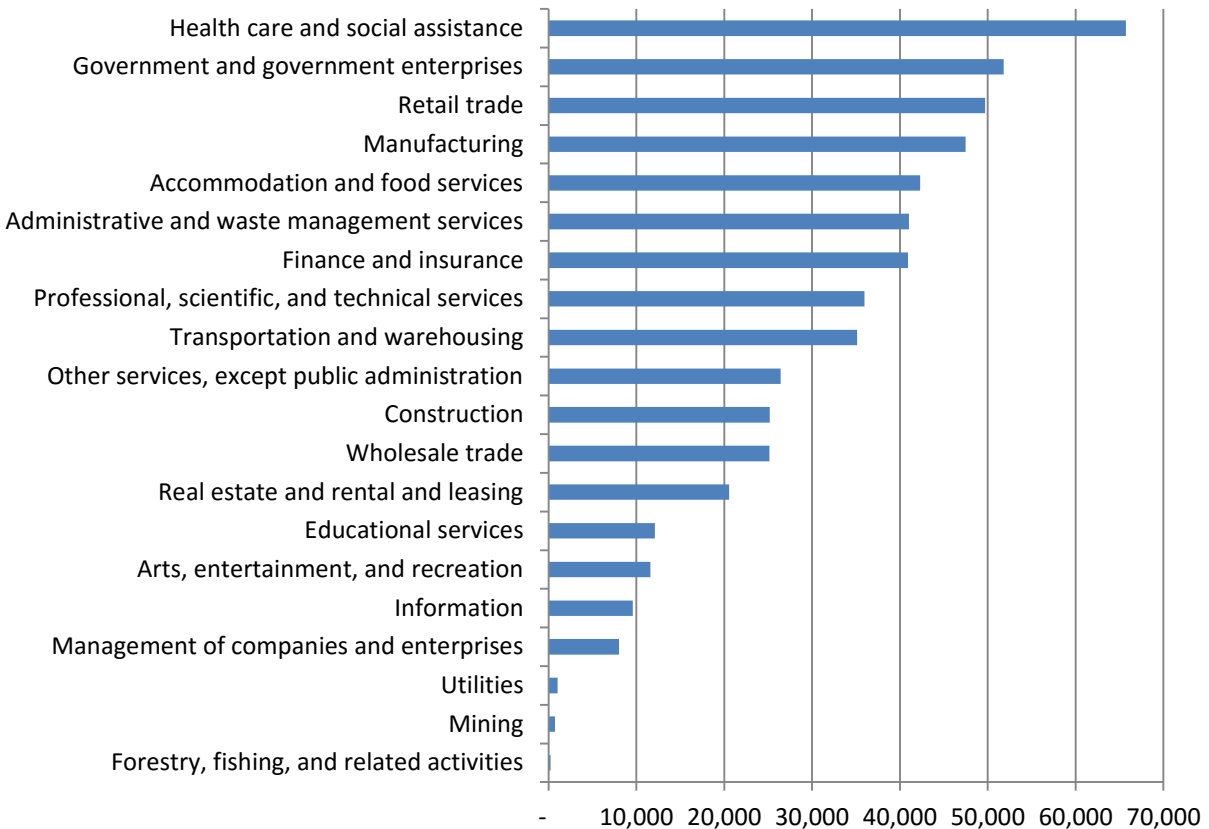


Figure 2.15. Full and part time employment by sector in Jefferson County in 2014. Source: Bureau of Economic Analysis.

It is often helpful to group similar sectors to get a sense of the composition of the economy. The sector groupings used in the report from this point forward are detailed in the preceding Data and Methodology section of the report (see Table 1.1). Figure 2.16 helps identify the major employment sector groupings in the local economy.

In 2014, Jefferson County had approximately 156,000 workers in a grouping of industries denoted as “professional” in this report. The sector includes information, finance and insurance, real estate, professional scientific and technical services, management and administration. It is also a sector subject to undercount based on the number of self-employed or contract workers in the included industries. Presumably, many of the workers in this sector have attained some level of postsecondary education.

About 75,000 workers are employed in the wholesale and retail trade sector – collectively referred to as “trade” in this report. Health care and social assistance is the next-highest

employing sector, with about 66,000 workers. Of these, about 59,000 are in the health care field and another 7,000 in social assistance (which includes emergency assistance programs, housing services and child care). Area hospitals, nursing homes, laboratory services and home health care companies were also significant contributors to employment in this sector.

**Jefferson County Employment by Sector
as a Percent of Total Nonfarm Employment (2014)**

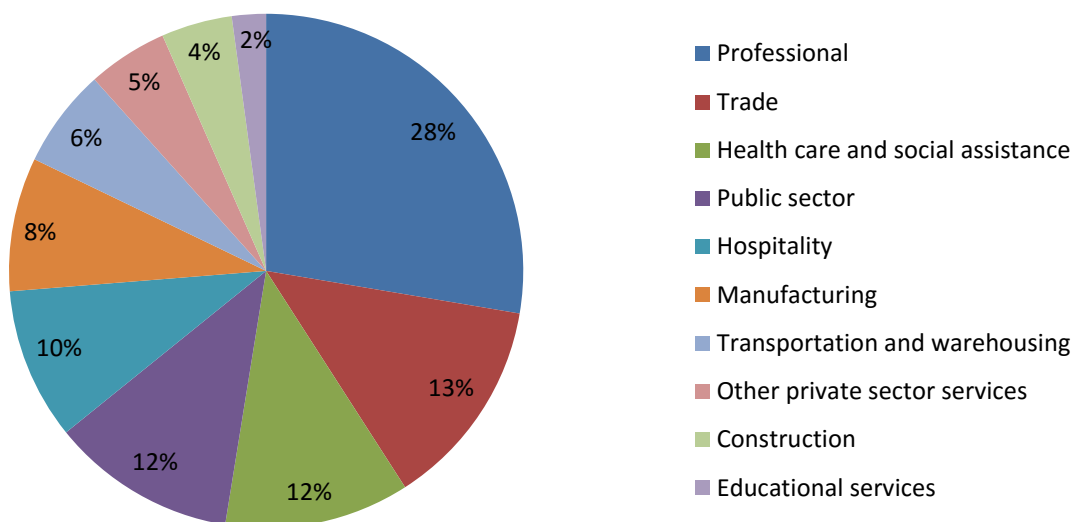


Figure 2.16. Nonfarm employment by sector grouping as a percent of total nonfarm employment in 2014 in Jefferson County. Source: Bureau of Labor Statistics.

Location Quotients

Economic base theory is a common approach to analyzing a local economy (Hoover and Giarratani, 1984). It divides the economy into two sectors – a basic or export sector and a non-basic or service sector. Basic sector activities meet external demand and bring money into the local economy. Non-basic activities meet local demand and use money already in the local economy. An example of a basic sector is manufacturing, as the market for the product being manufactured is primarily outside the local economy. Location quotients are often used to distinguish basic from non-basic activities (Wang and von Hofe, 2008). The location quotient indicates how concentrated a particular industry is in an economic region relative to the whole nation. In addition to showing what makes the local economy unique, location quotients can identify which sectors are basic and which are export-oriented and therefore bring money into

Sector Grouping	Location Quotient
Construction	0.80
Manufacturing	1.16
Trade	0.96
Transportation and warehousing	1.81
Professional	1.02
Educational services	0.87
Health care and social assistance	1.03
Hospitality	0.98
Other private sector services	0.66

Table 2.4. Location quotients for Jefferson County by sector grouping based on 2013 full and part time employment. Source: Bureau of Economic Analysis.

the region. When the location quotient is 1, the percent of employment in the industry regionally is the same as the percent employment in the industry nationally.

Some assumptions are required to use location quotients. The most important is that if the percentage of employment in a particular sector or industry is larger than the percent for the nation, the industry is basic. For example, the location quotient for health care and social assistance exceeds 1 in Table 2.4. This number suggests that 3% of the sector's workforce is employed to meet export needs.

Although it sounds counterintuitive, medical care can be considered an export industry, as people from outside the region tend to come to Louisville Metro for specialty medical services. Jefferson County employment is proportionally above national employment in transportation and warehousing, manufacturing, health care, and professional services.

Nonemployers

Nonemployer businesses are firms or establishments that do not have paid employees, but do have annual receipts in excess of \$1,000 and pay federal taxes. The Census Bureau uses the terms "firm" and "establishment" interchangeably. For example, a husband-and-wife team would be considered one (1) establishment or firm. They may have family members that participate in the business, but who not do not appear as paid employees for tax purposes (i.e., no one working in the firm is issued a W-2).

Figure 2.17 shows a steady increase overall in nonemployer establishments and receipts since 2002, with a modest decline during the recession years. While some sole proprietors certainly saw their businesses fail, other previously employed persons took on the role of independent contractors either with their firm or in their industry.

Since a nonemployer business may operate from its owner's home address or from an unspecified physical location, most geographic codes are derived from the business owner's mailing address. This may or may not be the same as the physical location of the business activity. Common types of nonemployer establishments include real estate agents and independent contractors.

Number of Nonemployer Establishments and Receipts, Jefferson County, 2002-2013

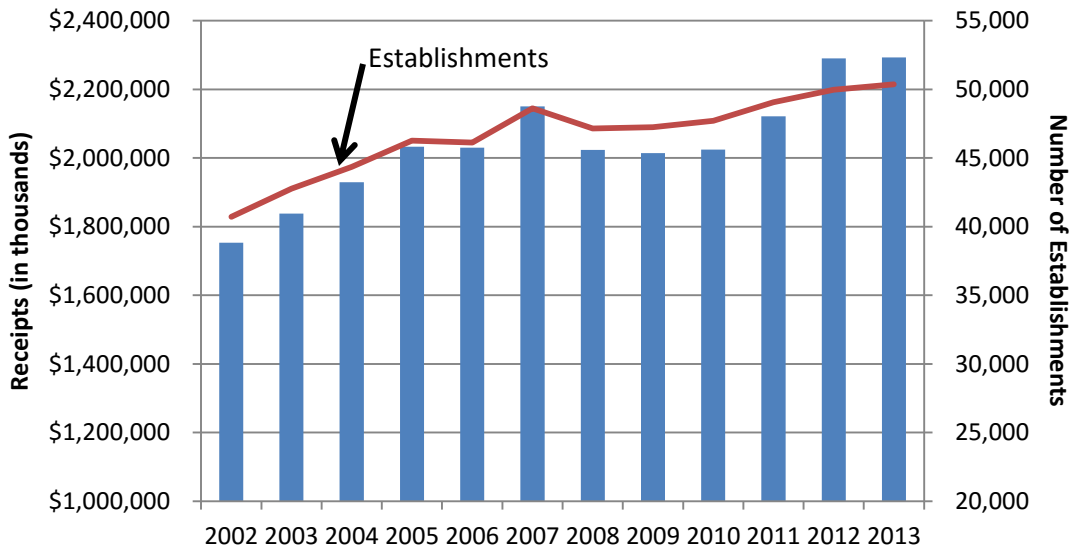


Figure 2.17. Annual nonemployer receipts in thousands of dollars in Jefferson County by year (left axis); Number of nonemployer establishments in Jefferson County by year (right axis). Source: U.S. Census Bureau.

Recent media attention to independent contract workers has focused on the effects of the recent economic downturn, coupled with technology advances that redefine “workplace.” Sometimes called the 1099 economy (for the IRS form provided by employers to their contract employees), this group has grown to nearly 25% of the US workforce. Gross domestic product of the region includes the output of contract workers, but employment statistics (such as those used in this report) typically do not reflect nonemployers. However, some contract workers may report themselves as employed part-time, which means they would be counted in employment totals.

As one might expect, the professional sectors have a high proportion of nonemployers (see Figure 2.18); lawyers, accountants, architects, management consultants, software engineers and insurance agents are common examples of nonemployers. The real estate sector – also reflected in the professional grouping – has always had a high percentage of nonemployers. Many real estate agents, for example, may be nominally affiliated with a firm but work independently.

The category of other private sector services includes such things as equipment and machinery repair, certain religious activities, grant making, advocacy, dry cleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, parking

services, and dating services. These services have always been characterized by the self-employed.

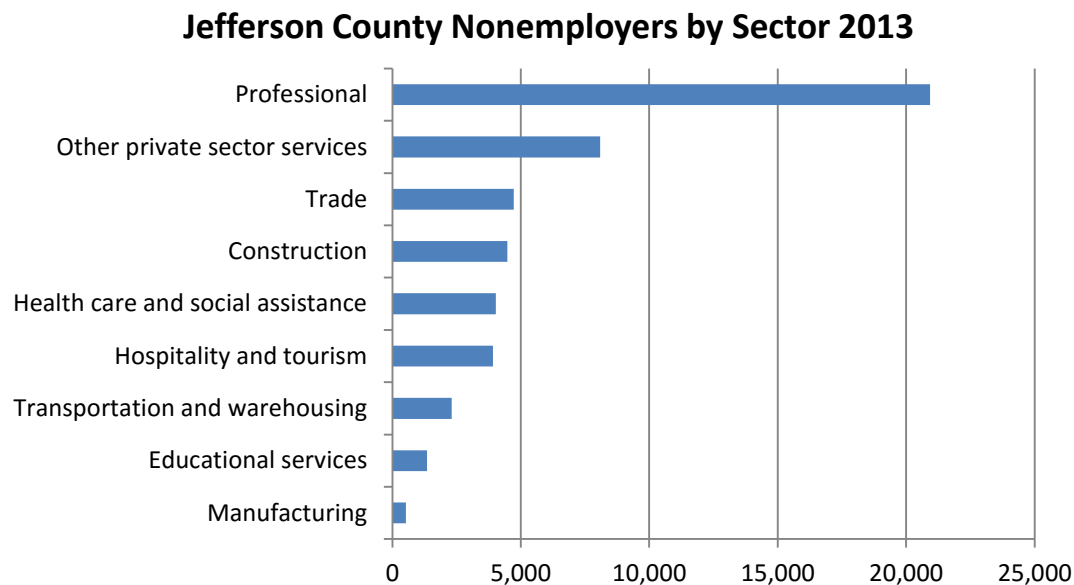


Figure 2.18. Number of nonemployer establishments by sector grouping in 2013 in Jefferson County. Source: U.S. Census Bureau.

Although the recession may have incentivized employees who were separated from their firm to enter the market, most research predicts a steady increase in nonemployer firms as younger persons may have multiple jobs and retirement age persons opt to remain with their firm or in their field as freelance part timers.

Nonemployers are forecast to experience strong growth through 2040 (see Table 2.5). One way to consider the forecast growth in nonemployers is that when treated as a sector, the only sectors for which employment is predicted to outpace nonemployers are professional and health care and social assistance.

Nonemployer Forecast 2020-2040		
Year	Firms	Receipts
2020	57,654	\$2,724,365,765
2025	62,129	\$3,005,960,961
2030	66,604	\$3,287,556,157
2035	71,079	\$3,569,151,353
2040	75,553	\$3,850,746,549

Table 2.5. Projections of nonemployer firms and receipts in Jefferson County by year.

Employment Forecast

Most employment forecasts are created on the basis of either linear or curvilinear regression analysis. These methods rely on historic observations to create a mathematical trajectory for future values. In general, the more observations available to create the regression line, the more reliable the resulting forecast is. However, there are some exceptions. First, a changing economic structure can underestimate some emerging sectors and overestimate some historically stable sectors. An example would be manufacturing, for which we have employment data going back to 1969. Jefferson County's local economy was manufacturing intensive throughout the 1970s and much of the 1980s and – like most urban counties – evolved into a service economy in the 1990 and 2000s. Second, a severe economic downturn accompanied by a slow recovery can adversely affect the goodness of fit of the estimated forecast line or curve. Accordingly, this countywide forecast by sector is affected by changes in the historical data, changes in the overall economic structure, and the recent recession.

SIC to NAICS Sector Groupings

Both Standard Industrial Classification (SIC) and North American Industrial Classification System (NAICS) codes identify a firm's primary business activity. These activities are grouped into sectors. Most employment data prior to 2000 is organized by SIC code. After 2000, the federal government adopted NAICS as its new industry classification system. NAICS codes provide a greater level of detail about a firm's activity than do SIC codes. There are 358 new industries recognized in NAICS, most of which are service-providing industries.

The transition from SIC codes to NAICS codes means that historical data for some sectors only goes back to 2001. Three sectors -- manufacturing, construction and trade – remained essentially the same through the 2000 transition. The forecast for these three sectors can therefore be reliably based upon the period 1969-2013.

Manufacturing and Construction

As illustrated in Table 2.6, the choice of historical time period can profoundly affect the forecast. It can also help justify the imposition of a judgmental adjustment to the mathematic forecast, in light of historical events and structural changes that may have altered the trajectory of an individual sector or of a whole economy.

The forecast shown in shaded cells in Table 2.6 was derived by ordinary least squares linear regression using historical employment data from 1969 through 2013. It was possible to use this longer time frame because these sectors were the same through the SIC code to NAICS code transition. However, the results were not entirely satisfactory. While manufacturing employment was forecast to decline over the period, the plunge from 30,000 employed to less than 1,000 seemed unrealistic.

Sector	Forecast Base	2020	2025	2030	2035	2040
Manufacturing	NAICS (2001-2013)	31,767	26,139	20,510	14,882	9,254
	SIC (1969-2013)	29,048	21,897	14,927	7,866	806
Construction	NAICS (2001-2013)	20,162	17,746	15,330	12,914	10,498
	SIC (1969-2013)	28,834	29,766	30,698	31,630	32,562

Table 2.6. Employment forecast for manufacturing and construction sectors in Jefferson County based on 13 years of historic data (non-shaded cells) and 45 years of historic data (shaded cells).

For comparison, similar regressions were run from 2001-2013 (the NAICS code years) and those estimates appear above as the non-shaded estimates. As with the previous predictions, the NAICS estimates show a decline in both the construction and manufacturing sectors, though the decline in manufacturing is not as drastic. Since we might expect technology and global competition to continue to exert a negative employment influence on manufacturing in the future, there will likely be some plateau period where the sector's total employment "bottoms out." The adjusted forecast assumes that most of these changes will have been realized by 2030 and that the plateau will continue at constant levels into future periods.

Construction is a cyclical sector. During the housing boom, construction employment rose steadily then dropped precipitously during the housing bust. The 1970s and 1980s saw rapid suburbanization in Jefferson County, which likely drove the higher construction employment forecast based on the SIC data. Similarly, the recession had a devastating impact on the construction industry, and this had a depressive effect on future estimates. The prediction of future construction employment therefore was adjusted to reduce both influence of the period of extraordinarily high employment spurred by the rapid suburbanization of the county, as well as the unusually depressive influence upon the construction sector wrought by the Great Recession.

Based upon these and other extraordinary circumstances, judgmental adjustments were made to both forecasts. The final projections for these sectors are presented in Table 2.7.

Employment Forecast, 2020-2040					
	2020	2025	2030	2035	2040
Manufacturing	31,767	26,139	20,510	20,000	20,000
Construction	22,178	19,521	16,863	14,206	11,548

Table 2.7. Projections of employment in manufacturing and construction sectors in Jefferson County by year.

Trade

Retail and wholesale trade are not expected to show the same growth trend that they did during the three decades 1970-2000 due to the rise of internet sales and newly-automated customer service functions once performed by workers. Indeed, as shown in Table 2.8 employment in the trade sector is forecast to decline through 2040.

Employment Forecast, 2020-2040					
	2020	2025	2030	2035	2040
Trade	67,621	64,464	61,307	58,150	54,992

Table 2.8. Projections of employment in the trade sector grouping in Jefferson County by year.

There will always be a demand for “brick and mortar” establishments offering a high degree of customer service, and Louisville will continue to be an agglomeration economy for retail sales. That is, shopping malls attract customers from the region and beyond because they offer variety, selection, and often a shopping “experience” accompanied by food and beverage sales.

Transportation and Warehousing

The growth in the transportation and warehousing sector is often attributed to the UPS Worldport, and the contribution by UPS to the Metro economy is substantial and still growing. As a current example, UPS recently announced plans to invest nearly \$310 million to triple the size of its package sorting facility known as Centennial Hub. The transportation and warehousing sector is forecast to grow through 2040 as shown in Table 2.9

Employment Forecast, 2020-2040					
	2020	2025	2030	2035	2040
Transportation and warehousing	35,303	35,912	36,521	37,129	37,738

Table 2.9. Projections of employment in transportation and warehousing in Jefferson County by year.

Looking more closely at the sector it appears that trucking, warehousing and storage and support services are central components of sector employment. This sector also includes the US Postal Service which has nearly two thousand employees in Jefferson County.

Professional Sectors

Owing to the incompatibility of SIC and NAICS data, we are limited to a forecast based on the 2001-2014 time period for the component industries in the professional sector. Nonetheless, the NAICS-based forecast offers considerable insight into which professional services are

growing the fastest in the Metro. Overall, the professional sector is expected to experience strong growth through 2040 (see Table 2.10).

Employment Forecast, 2020-2040					
	2020	2025	2030	2035	2040
Professional	163,087	172,308	181,530	190,751	199,973

Table 2.10. Projections of employment in the professional sector grouping in Jefferson County by year.

Examining the expected growth in each of the elements in the professional sector, only the information services component is predicted to decline over the period. An examination of the components of this sector suggests that the decline in newspapers, periodicals, books, libraries and archives, greeting cards and directory and mailing list publishers is a major reason for reductions in information services employment. The decline in these services since the Internet became widely available is well documented. The information services sector also includes the music, motion picture and video industries, along with radio and television broadcasting and cable and subscription programming. These industries have been largely stagnant. However, there has been growth in software publishing, data hosting and wireless and satellite telecommunications and Internet publishing, all of which are also included in this sector.

Hospitality

Louisville's still-emerging reputation as a food and beverage destination coupled with its established reputation as an entertainment venue explains growth in the hospitality based sectors. As shown in Table 2.11, hospitality employment is predicted to grow through 2040.

Employment Forecast, 2020-2040					
	2020	2025	2030	2035	2040
Hospitality	54,835	57,488	60,140	62,793	65,445

Table 2.11. Projections of employment in the hospitality sector grouping in Jefferson County by year.

Health Care and Social Assistance

Health care is the fastest growing industry in Metro Louisville and that growth is predicted to continue into the future (see Table 2.12). Although health care and social assistance are combined in this NAICS sector, subsector analysis shows that approximately 80% of the employees in this sector are employed in health care. The remaining 20% of employees are employed in social assistance, which includes child day care, individual and family services, community food and housing services, other relief services and vocational rehabilitation. As indicated previously, there are many nonemployers in the social assistance sector.

Employment Forecast, 2020-2040					
	2020	2025	2030	2035	2040
Health care and social assistance	75,688	81,813	87,938	94,063	100,188

Table 2.12. Projections of employment in health care and social assistance in Jefferson County by year.

Within the health care sub-sectors, there is substantial variation in historic growth rates (see Table 2.13). Hospitals are the largest employers in the health care sector in Metro Louisville, but showed only modest employment growth over the period 2004-2014. Physicians and dentists offices showed steady growth, but were far outpaced by the offices of other health care practitioners (i.e., chiropractors, optometrists, podiatrists and physical and mental therapists). Outpatient care centers grew by almost 80% over the prior ten year period. These include family planning centers, kidney dialysis centers and freestanding ambulatory surgical and non-life threatening treatment centers, which are sometimes called “docs in a box” and are an alternative to hospital emergency rooms for many patients. Residential facilities for substance abuse and mental health issues have a strong forecast for the next ten years; the Bureau of Labor Statistics projects growth rates around 25% through 2022. There are two state government residential mental health facilities in Metro Louisville, down from three in previous years. However the number of private residential mental health facilities grew from 12 in 2004 to 28 in 2014.

Health Care Sub-sector	2004 Employment	2014 Employment	Percent Growth 2004-2014
General medical and surgical hospitals	18,269	18,834	3%
Offices of physicians	8,180	9,381	15%
Nursing care facilities, skilled	6,081	6,115	1%
Home health care services	2,140	2,010	-6%
Offices of dentists	2,119	2,344	11%
Offices of other health practitioners	1,999	3,168	58%
Outpatient care centers	1,714	3,062	79%
Other ambulatory health care services	1,361	937	-31%
Continuing care, assisted living facilities	862	1,237	44%
Other residential care facilities	844	1,121	33%
Medical and diagnostic laboratories	771	784	2%
Residential mental health facilities	486	1,070	120%

Table 2.13. Employment in health care by sub-sector grouping in 2004, 2014, and the percentage change between 2004 and 2014 in Jefferson County. Source: Bureau of Labor Statistics.

As of this writing, we can only anticipate the long-term impact upon the health care sector of the federal Affordable Care Act of 2010, combined with the “Baby Boom” generation’s having arrived at the threshold of Social Security and Medicare eligibility. As with the decline in manufacturing employment, the increase in health care employment cannot be reliably predicted based upon historic trends. What seems certain, however, is that the health care needs of an aging population will require an increase in the number of skilled practitioners and facilities to serve those needs, provided that there are sufficient public funds available to support the increased cost associated with expanded demand.

Education and Government Services

Educational services include public schools and universities and are reported separately from government employment, even though public schools are local government entities and most public universities are state entities. This sector also includes technical and trade schools, four year and junior colleges, both public and private.

Employment Forecast, 2020-2040					
	2020	2025	2030	2035	2040
Education	13,909	14,997	16,086	17,174	18,262
Government	52,078	52,551	53,024	53,497	53,969

Table 2.14. Projections of employment in educational services and the public sector in Jefferson County by year.

While growth in these industries is modest (see Table 2.14), one notable exception is private and nonprofit organizations providing educational support services. As public budgets tighten, contracting out to a private or nonprofit provider may be more economical than producing the services with school employees.

Government employment has been decreasing at the federal level, stagnant at the state level and growing at the local level. Public employees in the local government sector include police, fire, and judicial and correctional employees. Most of these local government industries have seen modest growth over the period. The “back office” functions of government like human resources, finance, payroll, program administration and research have seen slower growth.

Employment Summary

Jefferson County should continue to experience growth in the professional sector grouping, the health care and social assistance sector, transportation and warehousing, and hospitality (see Table 2.15).

Manufacturing remains a question. Even though both forecasting models predict the sector will decline, the longer-history SIC based forecast has manufacturing employment all but phased out by 2040. Mathematically, it makes sense. Practically, it does not.

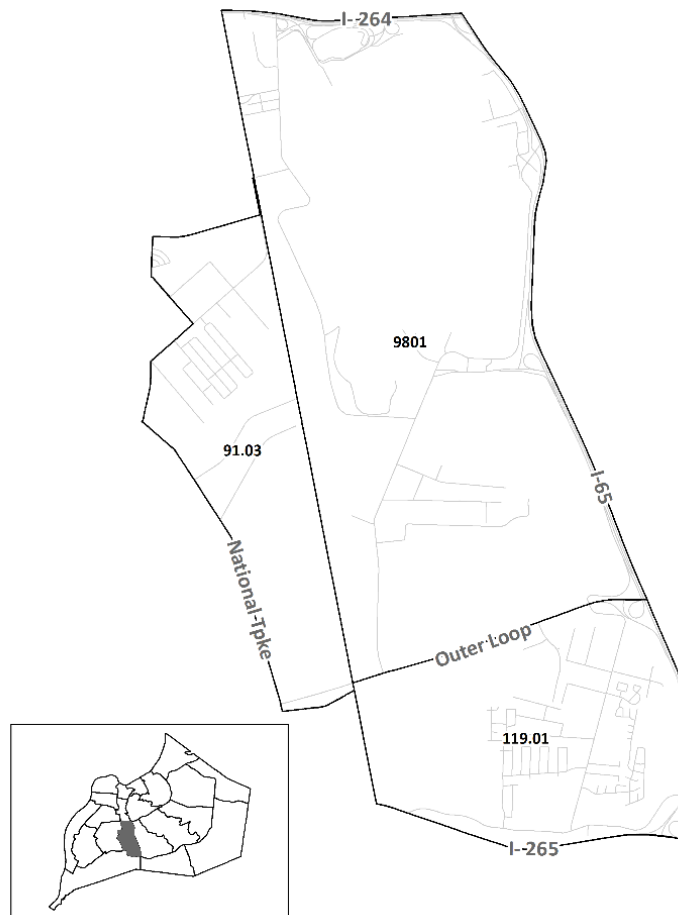
Common sense dictates that manufacturing employment will reach some “floor” and remain relatively constant around that floor for the future. Unfortunately, we don’t know where the floor is, how quickly we will realize it, or how it may incorporate nontraditional work arrangements. For the purpose of the forecast, we have elected to identify 2030 as the floor year and hold manufacturing constant around 20,000 in future forecast years.

Some declining sectors may only be declining in the type of employment that is offered within the sector. The inclusion of nonemployers in the final forecasts compensates for decreases in traditional employment in some industries, such as construction. Construction, food service, and information services are all high nonemployer sectors. Home health care workers are another increasing group of nonemployers. The losses in these sectors in terms of traditional (W-4) employment are more than compensated by the inclusion of over 50,000 nonemployers over the forecast period.

Jefferson County Employment Forecasts, 2020-2040					
	2020	2025	2030	2035	2040
Manufacturing	31,767	26,139	20,510	20,000	20,000
Construction	22,178	19,521	16,863	14,206	11,548
Trade	67,621	64,464	61,307	58,150	54,992
Transportation and Warehousing	35,303	35,912	36,521	37,129	37,738
Professional	163,087	172,308	181,530	190,751	199,973
Education	13,909	14,997	16,086	17,174	18,262
Health Care and Social Assistance	75,688	81,813	87,938	94,063	100,188
Hospitality and Tourism	54,835	57,488	60,140	62,793	65,445
Other Private Sector	27,423	26,844	26,266	25,687	25,109
Public Administration	52,078	52,551	53,024	53,497	53,969
<i>Subtotal</i>	543,889	552,037	560,185	573,450	587,224
Nonemployers	57,654	62,129	66,604	71,079	75,553
Total	601,543	614,166	626,789	644,529	662,777

Table 2.15. Projections of employment by sector grouping in Jefferson County by year.

Airport



People

The Airport market area's total population was 2,536 in 2010, a sharp 81% decline since 1990 when the area's population was 13,511. Of the Airport's total population in 2010, 100% were in households. The Airport market area is currently the smallest market area in terms of population, owing primarily to the presence of Louisville International Airport and the associated non-residential uses within the market area.

The 2010 population of the Airport market area has more males than females, with males representing 53% of the population and females the remaining 47%. In 2010, children under the age of 18 made up 26% of the total population. The adult population between 18 and 59 was 60% of the total population. Adults over the age of 60 were 14% of the total population and individuals over the age of 75 made up 4%. The age and gender distribution of the Airport's 2010 population is shown in Figure 3.1.1.

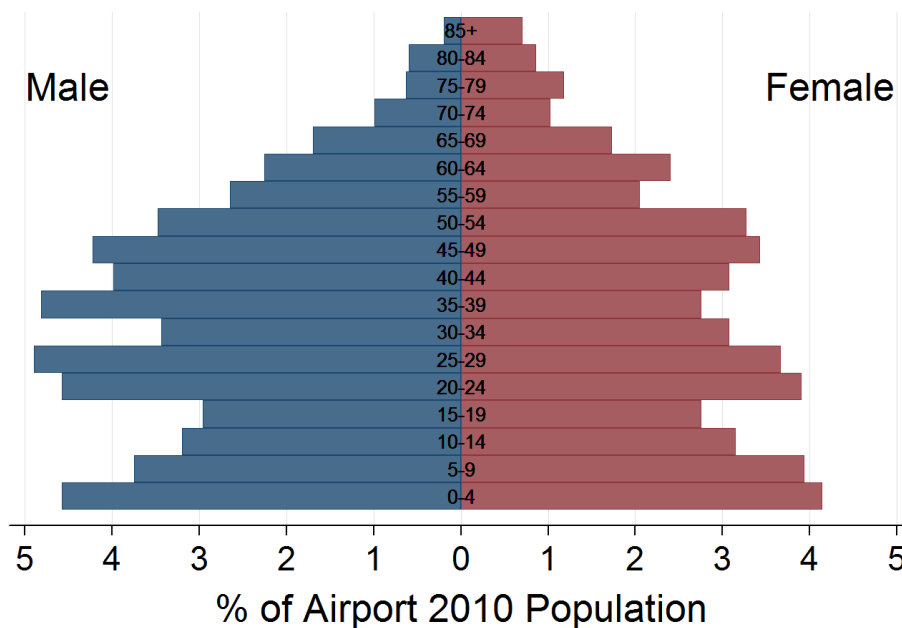


Figure 3.1.1. Population pyramid of the Airport market area. Source: U.S. Census Bureau.

Along with losing significant numbers between 1990 and 2010, the population remaining in the Airport market area has undergone measurable racial and ethnic change over the period (see Table 3.1.1). Non-Hispanic Whites made up 96% of the population in 1990, but by 2010 this group represented only 59% of the population. Meanwhile, the Hispanic population increased significantly - from less than 1% of the total population in 1990 to more than 27% in 2010. The foreign-born population also increased significantly – from 0.8% of the total population in 1990 to 35% in 2010. By 2010, the Airport area was home to one of the largest concentrations of Hispanics as well as the largest percentage of foreign-born residents of all of the 21 Louisville Metro market areas.

Airport Race, Ethnicity, and Nativity			
	1990	2000	2010
Non-Hispanic White	96.2%	88.6%	58.5%
Non-Hispanic Black	2.6%	1.8%	6.9%
Non-Hispanic Asian	0.5%	3.3%	5.6%
Non-Hispanic Other	0.3%	2.5%	1.6%
Hispanic	0.5%	3.9%	27.4%
Foreign Born	0.8%	7.2%	34.8%

Table 3.1.1. Race, ethnicity, and nativity of the Airport market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

The large increase in the foreign born population has coincided with a large portion of the population reporting that they had limited English proficiency. In 2010, 21% of the population 5 years and over reported that they did not speak English well.

The Airport has seen some progress in educational attainment, as shown in Figure 3.1.2. The percentage of the adult population who had graduated high school but are without a Bachelor's degree increased from 57% in 1990 to 71% in 2010. The percentage of the population who had not graduated high school fell from 37% in 1990 to 24% in 2010. Unlike most other market areas in Louisville, however, the percentage of the population that held a Bachelor's degree or higher declined in the Airport area, falling from 7% of the population in 1990 to 5% in 2010.

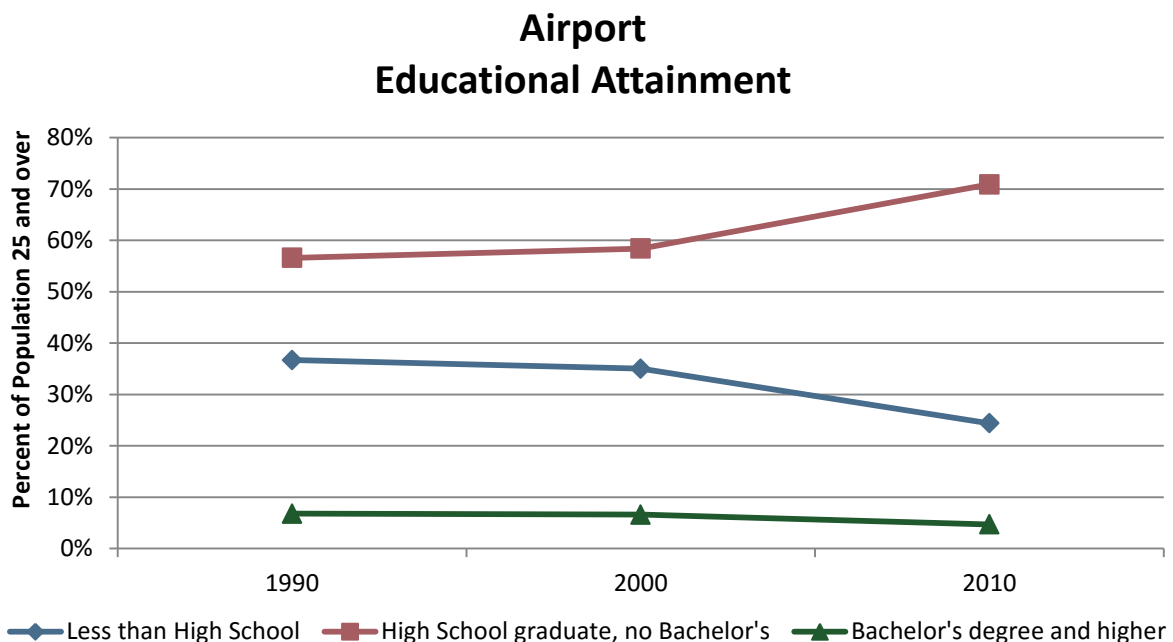


Figure 3.1.2. Percentage of the population 25 years and over in the Airport market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

In 2010, the married population made up 39% of the population aged 15 and over while those who had never been married made up 45% of this population. This is a reversal from 1990, when the population aged 15 and over was 56% married and only 22% had never been married.

Households and Families

As with total population, the number of households in the Airport market area declined dramatically between 1990 and 2010, falling from 5,060 households in 1990 to 960 households in 2010 – an 81% loss. Of the total number of households in 2010, 63% were family households and 28% were single person households, as shown in Figure 3.1.3. The household size in 2010 was 2.64, higher than the Metro average of 2.35.

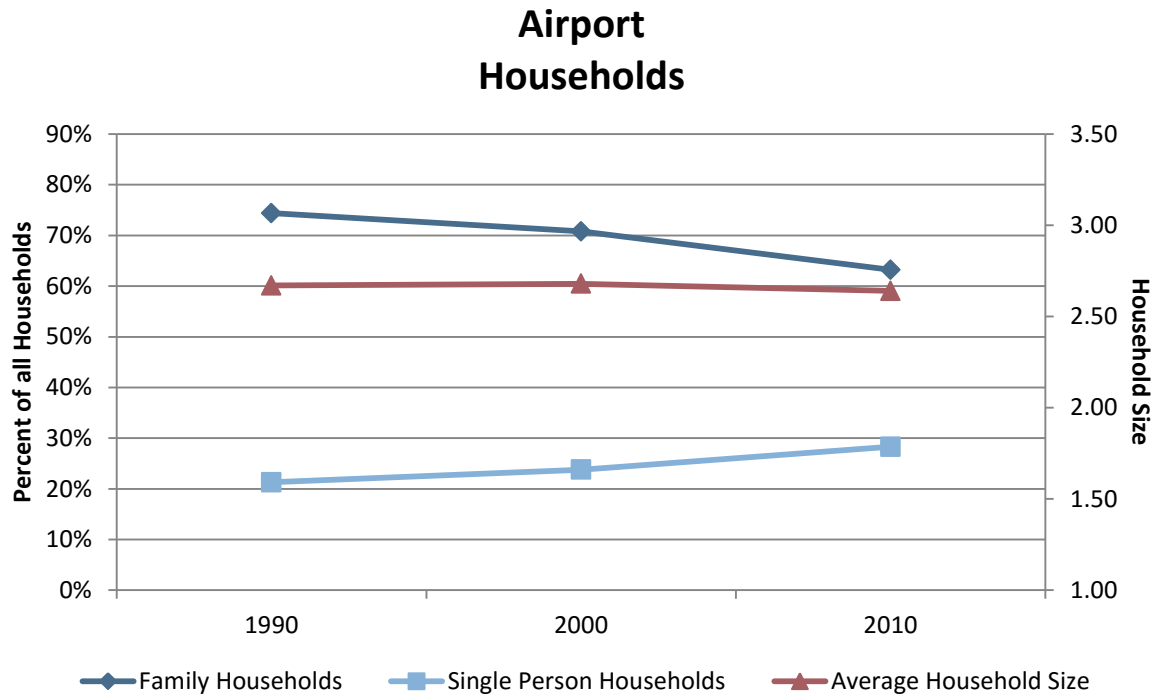


Figure 3.1.3. The percentage of all households in the Airport market area that are family households or individuals living alone by decade (left axis); average household size in the Airport market area in each decade (right axis). Source: U.S. Census Bureau.

Of the 607 family households in 2010, 61% were married family households. In 2010, female-headed households made up 23% of family households. Family size in 2010 was 3.25 individuals per household.

In 2010, the median household income of the Airport was \$31,640, a decline of 28% since 1990 after adjusting for inflation (see Figure 3.1.4). The poverty rate increased significantly between 1990 and 2010. In 2010, 29% of families and 37% of families with children were below the poverty line – an increase of almost 20 percentage points since 1990.

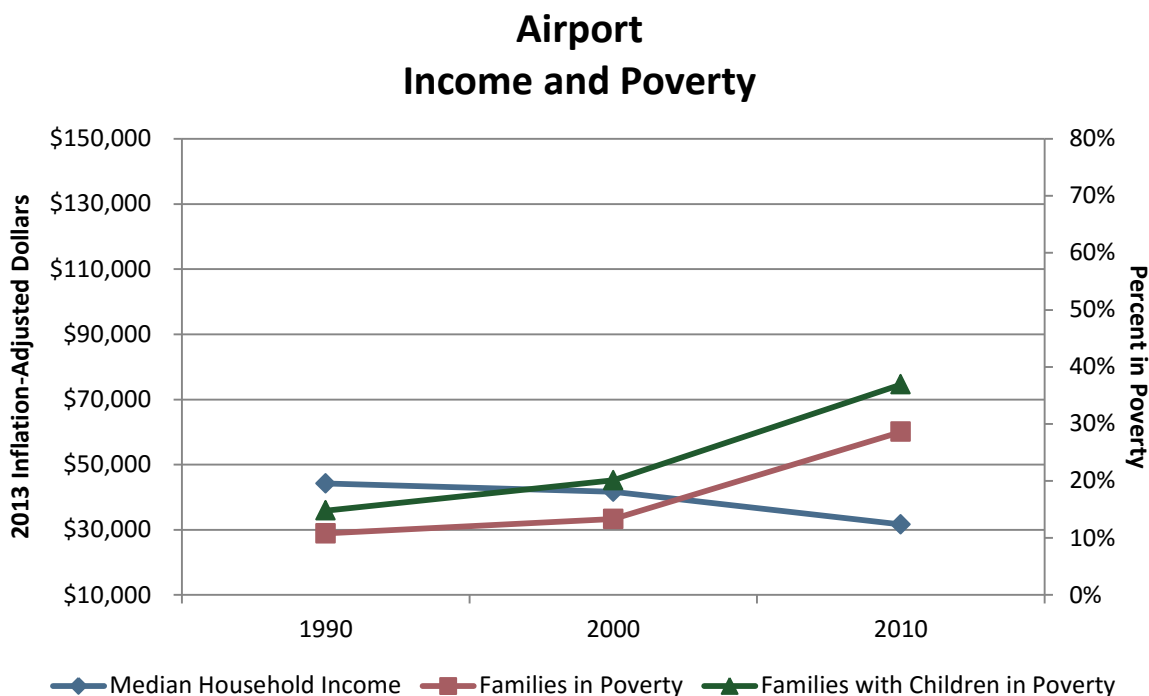


Figure 3.1.4. The Airport market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Airport market area with income below the poverty line and the percentage of families with children in the Airport market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The Airport market area was one of the few Metro market areas that experienced a decline in median home value since 1990, with this number falling from \$80,105 to \$57,284 in 2010, controlling for inflation (see Figure 3.1.5). Similarly, the median contract rent declined 10% since 1990, holding a value of \$412 per month in 2010. Because of the downward trend in rent prices, renters in the Airport market area have not experienced the same level of housing cost burden as in other market areas. The percentage of renters who spent 30% or more of their income on monthly rent declined slightly from 39% in 1990 to 38% in 2010. Homeowners,

however, experienced an increase in their cost burden, with 23% of homeowners spending 30% or more of their income on selected housing costs in 2010, an increase from 14% in 1990.

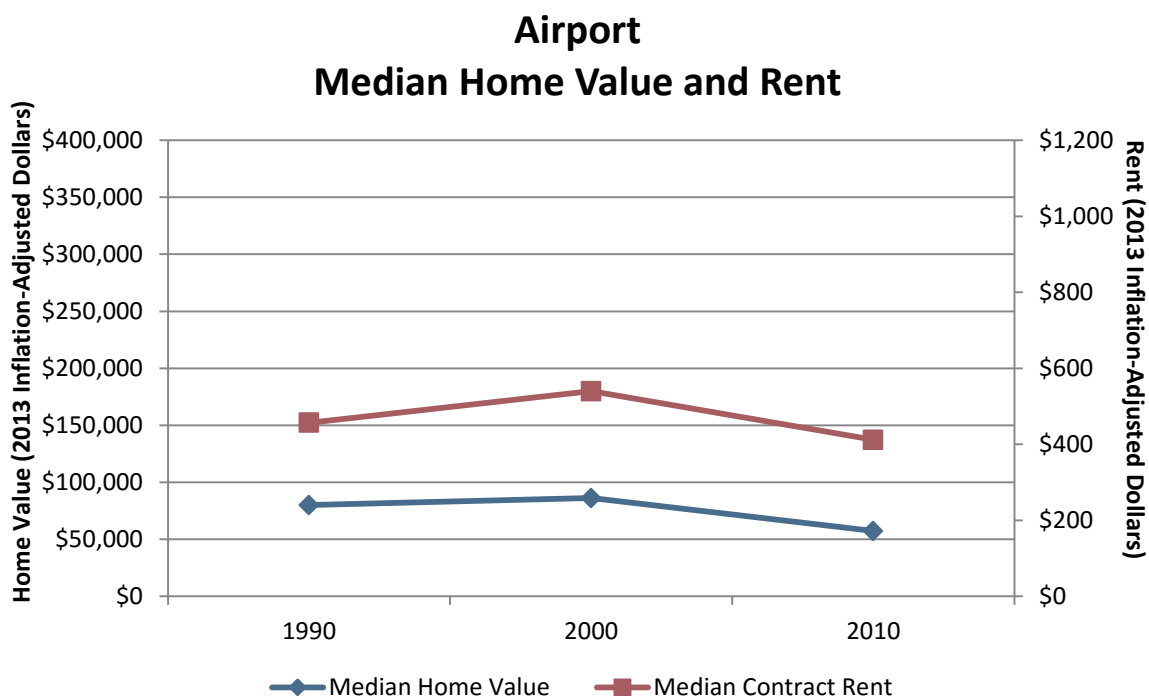


Figure 3.1.5. The median home value of owner-occupied housing units in the Airport market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Airport market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commute times for workers living in the Airport market area have remained steady over time. In 2010, 80% of workers living in the Airport market area who did not work from home had a commute time of less than 30 minutes and 97% had a commute time less than an hour.

Housing Units

Corresponding to the decline in total population and households, the total number of housing units in the Airport market area declined significantly between 1990 and 2010, with the area losing 81% of its housing units. In 2010, there were only 1,014 units remaining in the area, of which 5% were vacant. Of the 960 occupied housing units, 62% were owner-occupied and 38% were occupied by renters.

Projections of Population and Households

Following a substantial loss of population, households, and housing units from 1990 to 2010, the Airport market area is projected to experience a small increase in population between 2010 and 2040, gaining an additional 122 people (see Table 3.1.2). The western side of the Airport market area is expected to see some growth, while the southern tract is forecast to experience moderate decline. This slight reversal of the population trend is likely the result of the current age composition of the market area.

Projections of Total Population, 2010 - 2040 Airport Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 91.03	1,496	1,513	1,528	1,573	1,613	1,677	1,737	241	16.1%
Census Tract 119.01	1,040	1,008	975	960	940	932	921	-119	-11.4%
Census Tract 9801	0	0	0	0	0	0	0	0	0.0%
Airport Total	2,536	2,521	2,503	2,533	2,553	2,608	2,658	122	4.8%

Table 3.1.2. Projections of total population in the Airport market area by census tract and year.

The Airport market area is projected to gain an additional 98 households between 2010 and 2040, a 10% increase (see Table 3.1.3). The increase in households in the western tract will reflect a larger percentage change than the increase in population due to the smaller household size in this tract compared to that of the southern tract.

Projections of Total Households, 2010 - 2040 Airport Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 91.03	586	603	618	641	660	688	713	127	21.7%
Census Tract 119.01	374	365	355	349	341	343	345	-29	-7.8%
Census Tract 9801	0	0	0	0	0	0	0	0	0.0%
Airport Total	960	967	973	990	1,001	1,031	1,058	98	10.2%

Table 3.1.3. Projections of households in the Airport market area by census tract and year.

Employment

Perhaps more than any of the Metro market areas, the Airport area witnessed a dramatic transformation from 1990 to 2010. The same expansion of Louisville International Airport that resulted in a substantial decline in population served as the basis for the significant expansion of airport-related business and employment – most notably in the form of the UPS World Port.

In 2013, total full and part time jobs in the Airport market area numbered 37,173, amounting to 8% of all jobs in Louisville Metro. As shown in Figure 3.1.6, employment in the Airport market area was dominated by the transportation and warehousing sector. UPS is the primary employer in this sector. Manufacturing made up the second largest employment sector in this market area, with Ford Motor Company supplying the most jobs. Sysco Louisville is another major employer in the Airport market area. The sectors with the fewest employees are the education, healthcare and social assistance, and public administration sectors.

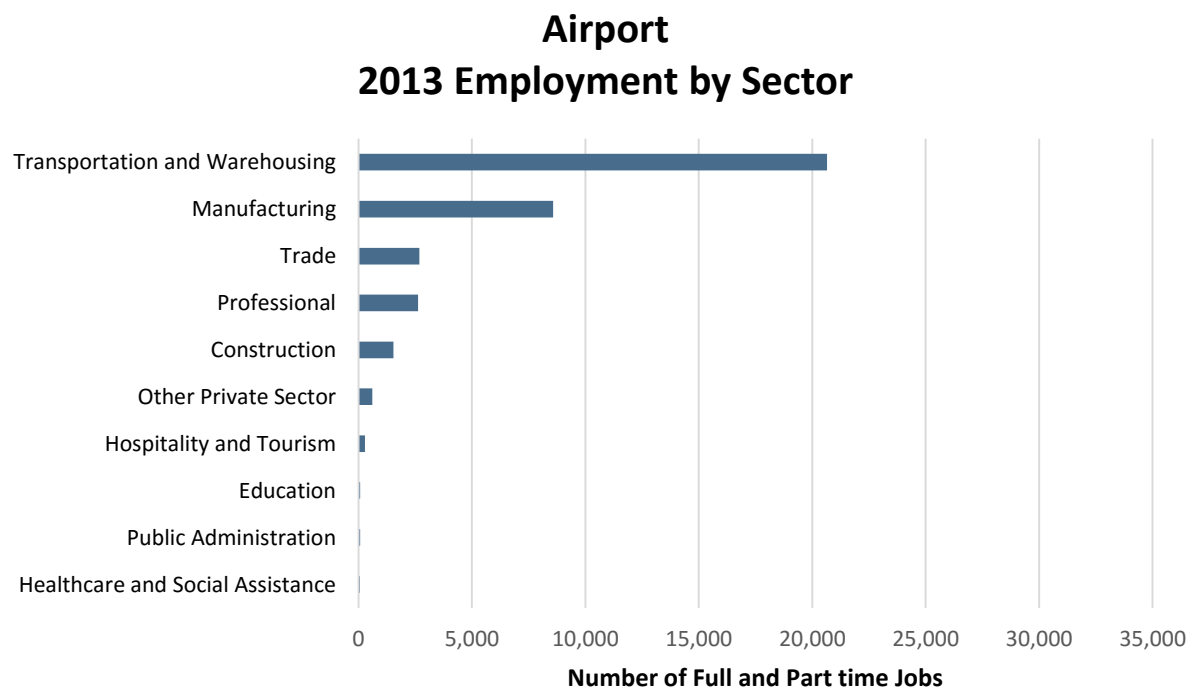


Figure 3.1.6. Full and part time employment by sector grouping in the Airport market area in 2013. Source: U.S. Census Bureau.

Between 2002 and 2013, the Airport market area gained 9,667 jobs, a 35% increase (see Table 3.1.4). Employment gains were led by the manufacturing and transportation and warehousing sectors. Small job losses occurred in the trade, construction, and education sectors, which were more than offset by positive gains in the professional and other private sectors.

Airport Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-52	-3.3%
Manufacturing	5,030	141.6%
Trade	-266	-9.0%
Transportation and Warehousing	4,340	26.6%
Professional	217	9.0%
Education	-12	-14.0%
Health care	33	150.0%
Hospitality	54	23.2%
Other private sector	279	83.8%
Public Administration	44	191.3%
Airport Total	9,667	35.1%

Table 3.1.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Airport market area. Source: U.S. Census Bureau.

By 2013, workers traveling to jobs in the Airport market area were arriving from increasing distances (see Figure 3.1.7). Between 2002 and 2013 the percentage of workers traveling less than 10 miles declined by 8 percentage points, while the proportion of workers traveling between 10 and 50 miles increased – perhaps an indication of the increasing importance of UPS as a regional employer.

Commute Distances to Jobs in the Airport Market Area

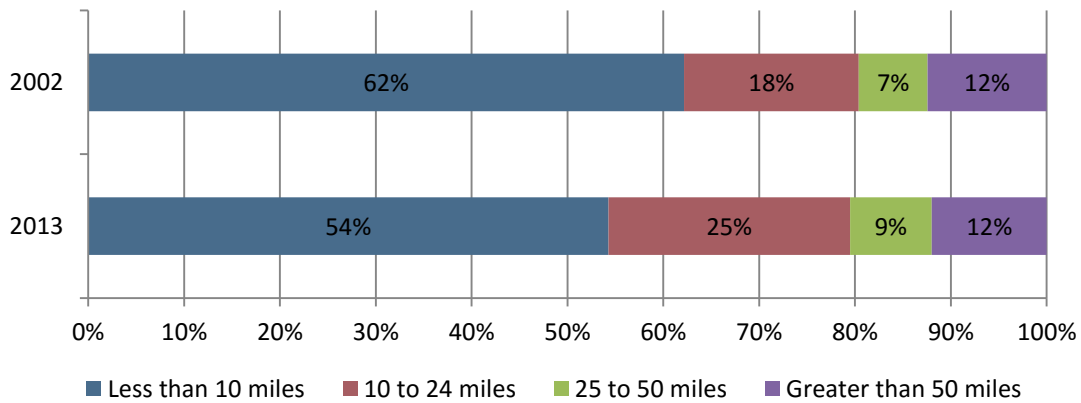


Figure 3.1.7. Commute distances workers traveled to jobs in the Airport market area in 2002 and 2013. Source: U.S. Census Bureau.

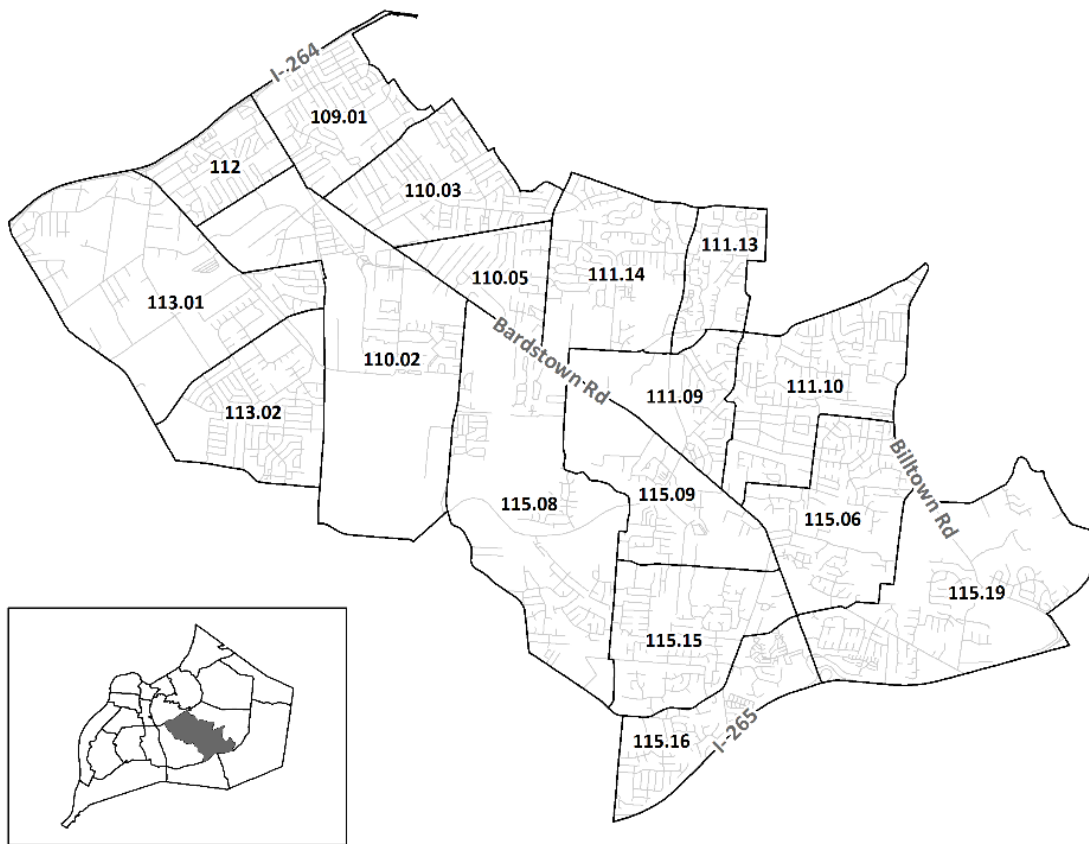
Employment Forecast

Total employment in the Airport market area will continue to reflect strong growth through 2040 (see Table 3.1.5). The Airport market area is one of the few in the county expected to see growth in both manufacturing and construction employment, though the increase in construction employment is predicted to be modest. Manufacturing is predicted to add about 7,000 jobs over the forecast period. Transportation and warehousing is also expected to gain about 7,000 jobs over the forecast period, topping 30,000 jobs by 2040.

Total Employment Forecast Airport Market Area				
2020	2025	2030	2035	2040
41,737	46,328	50,919	55,510	60,101

Table 3.1.5. Projections of total employment in the Airport market area by year.

Central Bardstown



People

Total population in the Central Bardstown market area grew from 62,631 in 1990 to 78,975 in 2010, a 26% increase. Of the total population in the Central Bardstown market area in 2010, 99% were in households, while the remaining 1% lived in group quarters. This market area is currently the largest, in terms of population, of the 21 market areas in the county.

The age and gender of the Central Bardstown market area is similar to that of Louisville Metro as a whole. In 2010 the population was evenly distributed between males and females. Males made up 48% of the total population, while females made up 52%. In 2010, 24% of the area's residents were 17 and under, 58% were 18 to 59, 18% were 60 and older and 6% were 75 and older. The population age 25-34 and 45-54 made up the largest proportion of the area's 2010 population (see Figure 3.2.1).

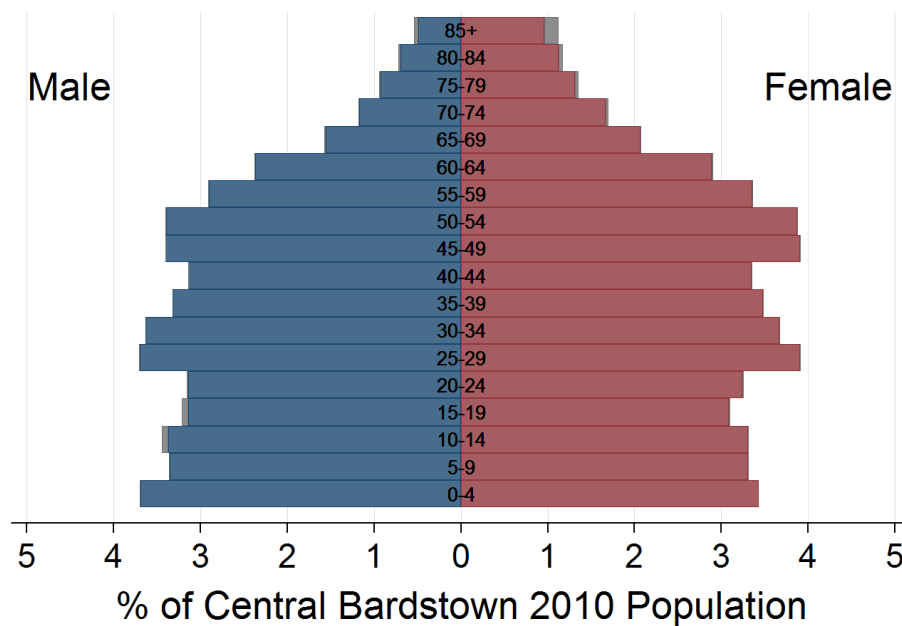


Figure 3.2.1. Population pyramid of the Central Bardstown market area. Source: U.S. Census Bureau.

Like Louisville Metro as a whole, the Central Bardstown market area became more diverse between 1990 and 2010, as reflected in Table 3.2.1. Since 1990, the non-Hispanic White population has decreased while all other population groups, including those born abroad, have increased. The largest percentage growth between 1990 and 2010 occurred in the Hispanic and foreign born populations.

Central Bardstown Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	74.7%	70.7%	63.9%
Non-Hispanic Black	23.7%	24.3%	27.1%
Non-Hispanic Asian	0.8%	1.7%	2.3%
Non-Hispanic Other	0.2%	1.8%	2.8%
Hispanic	0.6%	2.4%	6.0%
Foreign Born	1.5%	4.6%	6.5%

Table 3.2.1. Race, ethnicity, and nativity of the Central Bardstown market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

The increase of the foreign born population has also led to an increase in the population with limited English proficiency. 3% of the population age five and older in the Central Bardstown market area were unable to speak English well, a rate higher than that of Louisville Metro as a whole.

Educational attainment has improved in the Central Bardstown market area since 1990, although the percentage of the population with a Bachelor's degree or higher in 2010 was slightly lower than that of Louisville Metro. Nonetheless, the percentage of the population age 25 and over with a Bachelor's degree or higher climbed from 17% in 1990 to 27% in 2010, while the percentage of those without a high school diploma dropped from 20% in 1990 to 9% in 2010. The percentage of the population with a high school diploma but no Bachelor's degree has remained more or less constant over the decades, at about 64% (see Figure 3.2.2).

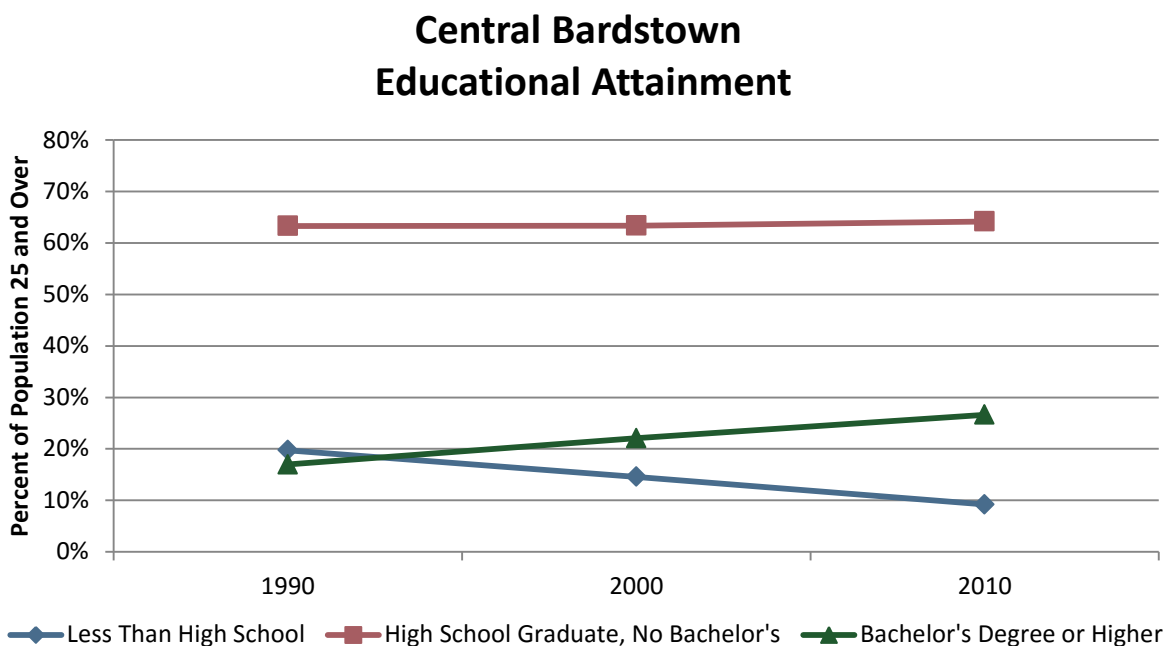


Figure 3.2.2. Percentage of the population 25 years and over in the Central Bardstown market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percent of the population age 15 and over that has never been married has seen an increase in the Central Bardstown market area, from 27% in 1990 to 32% in 2010, consistent with the general trend in Louisville Metro.

Households and Families

The number of households in the Central Bardstown area has grown at a faster rate since 1990 than the average rate for the county during the same period. The total number of households in the Central Bardstown market area increased 34% between 1990 and 2010 from 24,433 households to 32,655. Of that total, 63% were family households – a decrease from 71% in 1990 – while 31% were single person households, an increase from 25% in 1990. The average household size decreased from 2.55 in 1990 to 2.40 in 2010 (see Figure 3.2.3).

Of the 20,629 family households in the Central Bardstown market area in 2010, 66% were married couple families, and 26% were female-headed family households. The percentage of family households that were married couples dropped to 66% from 73% in 1990, while the average family size remained consistent at 3.01.

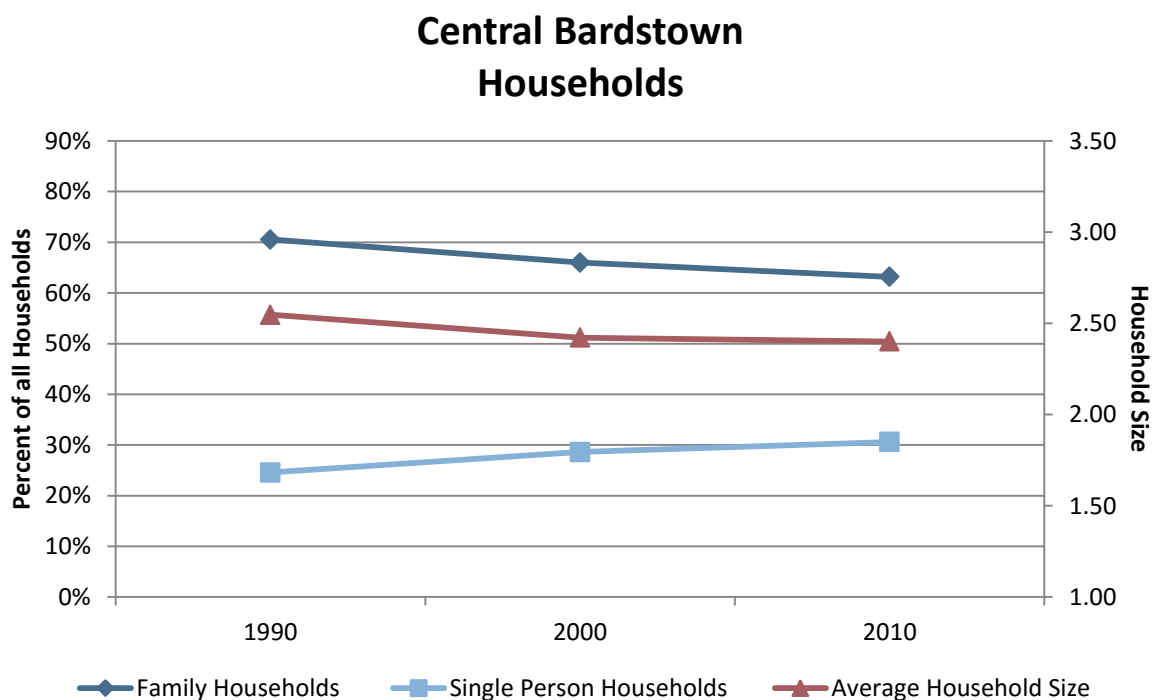


Figure 3.2.3. The percentage of all households in the Central Bardstown market area that are family households or individuals living alone by decade (left axis); average household size in the Central Bardstown market area in each decade (right axis). Source: U.S. Census Bureau.

In 2010 the median household income in the Central Bardstown market area was \$49,061, an 11% decrease from the 1990 value and a 19% from the 2000 value (inflation-adjusted). Even so, the 2010 median income in this market area was higher in 2010 than that of Louisville Metro.

Nonetheless, the decline in median income was reflected in an increased percentage of families living in poverty – from 10% in 1990 to 13% in 2010 – while families with children living in poverty increased from 17% to 21% (see Figure 3.2.4).

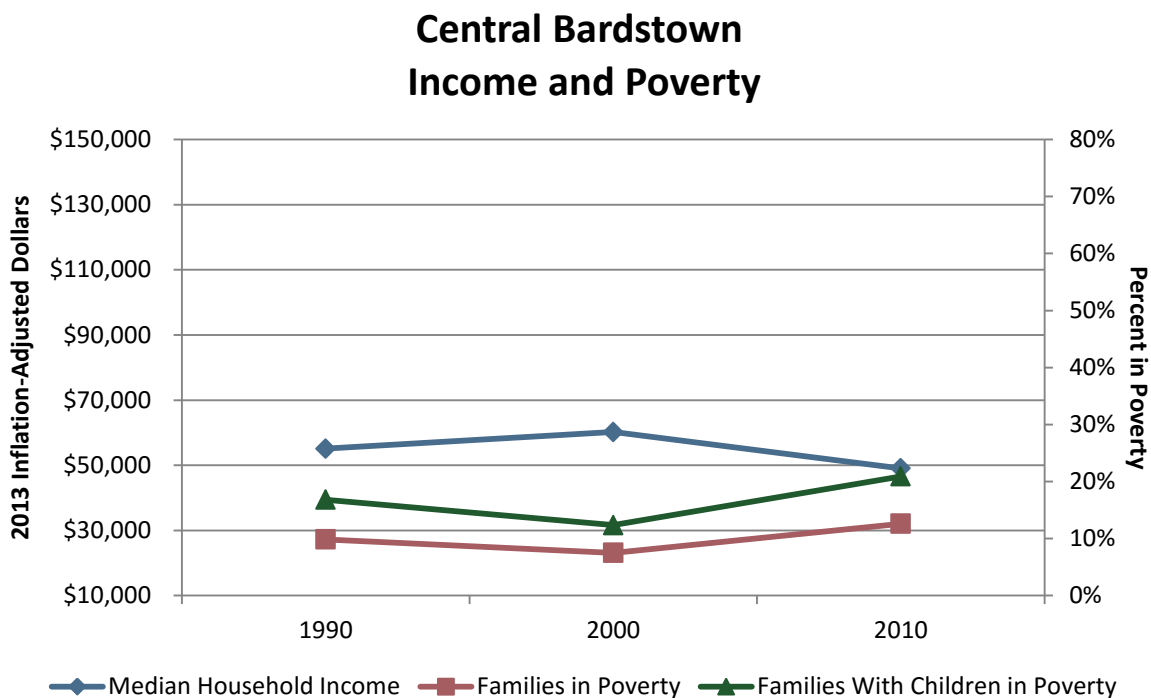


Figure 3.2.4. The Central Bardstown market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Central Bardstown market area with income below the poverty line and the percentage of families with children in the Central Bardstown market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

Median contract rent and median home value in the Central Bardstown market area experienced changes similar to those of Louisville Metro from 1990 to 2010. Median home value increased 32% from 1990, to a 2010 value of \$146,191 after adjusting for inflation. The median contract rent also saw an increase of 4%, to \$595 in 2010 (see Figure 3.2.5). At that time, half the renters in the Central Bardstown Market area were using 30% or more of their income on housing, up from 38% in 1990. Housing burden also increased for homeowners: 22% of homeowners were using 30% or more of their income on housing, up from 11% in 1990.

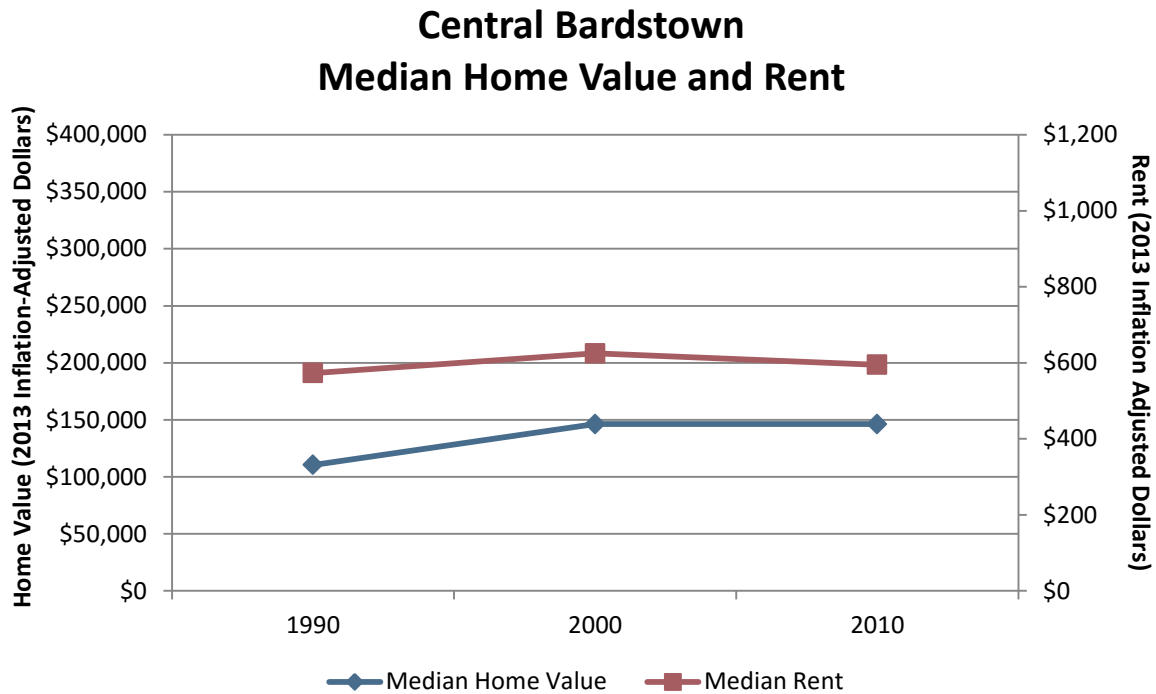


Figure 3.2.5. The median home value of owner-occupied housing units in the Central Bardstown market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Central Bardstown market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times for residents of the Central Bardstown market area have remained consistent since 1990. Of the workers living in the Central Bardstown Market area in 2010 who did not work from home, 20% commuted in under 15 minutes, 53% commuted in 15-29 minutes, 24% commuted in 30-59 minutes and 3% commuted for more than an hour. Car ownership has increased since 1990, with the percentage of households not owning a car declining from 9% in 1990 to 6% in 2010.

Housing Units

The total number of housing units in the Central Bardstown market area reached 34,876 in 2010, a 35% increase since 1990. Of the 2010 housing units, 94% were occupied and 6% were vacant – a higher 2010 occupancy rate than Louisville Metro. Vacant housing units increased only 1 percentage point since 1990. Of the 32,655 occupied housing units in 2010, 64% were owner-occupied and 36% were renter-occupied, both largely unchanged since 1990 and consistent with the owner-renter balance for Louisville Metro as a whole.

Projections of Population and Households

The Central Bardstown market area is projected to gain 16,341 people between 2010 and 2040, a 21% increase (see Table 3.2.2). Of all the market areas, this is the second highest projected numeric gain of population, following East Metro. Tracts on the southwest side of Bardstown Road are forecast to experience slightly larger population gains than tracts on the northeast side of Bardstown Road. Large increases in population are projected south of Indian Trail around General Electric's Appliance Park and the Woodhaven Country Club. Other large gains are forecast in southeast Central Bardstown, approaching the Gene Snyder Freeway.

Projections of Total Population, 2010 - 2040 Central Bardstown Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 109.01	4,723	4,782	4,834	4,923	4,994	5,056	5,108	385	8.2%
Census Tract 110.02	5,473	5,835	6,188	6,429	6,645	6,771	6,884	1,411	25.8%
Census Tract 110.03	5,850	5,966	6,073	6,192	6,288	6,372	6,444	594	10.2%
Census Tract 110.05	2,820	2,906	2,988	3,050	3,101	3,146	3,185	365	12.9%
Census Tract 111.09	2,119	2,212	2,302	2,407	2,503	2,547	2,587	468	22.1%
Census Tract 111.10	6,220	6,364	6,500	6,644	6,764	6,858	6,940	720	11.6%
Census Tract 111.13	2,671	2,780	2,886	3,020	3,143	3,199	3,249	578	21.6%
Census Tract 111.14	5,313	5,489	5,656	5,822	5,966	6,058	6,140	827	15.6%
Census Tract 112	5,490	5,561	5,624	5,737	5,828	5,901	5,964	474	8.6%
Census Tract 113.01	2,339	2,368	2,393	2,466	2,529	2,620	2,707	368	15.7%
Census Tract 113.02	7,219	7,467	7,705	7,984	8,234	8,367	8,486	1,267	17.6%
Census Tract 115.06	5,654	6,029	6,396	6,619	6,818	6,949	7,067	1,413	25.0%
Census Tract 115.08	5,170	5,643	6,108	6,742	7,350	7,602	7,840	2,670	51.7%
Census Tract 115.09	4,013	4,258	4,497	4,603	4,691	4,773	4,846	833	20.8%
Census Tract 115.15	4,721	4,956	5,184	5,311	5,418	5,508	5,587	866	18.4%
Census Tract 115.16	3,958	4,167	4,369	4,475	4,564	4,640	4,708	750	19.0%
Census Tract 115.19	5,222	5,753	6,276	6,766	7,232	7,409	7,573	2,351	45.0%
Central Bardstown Total	78,975	82,536	85,980	89,187	92,069	93,777	95,316	16,341	20.7%

Table 3.2.2. Projections of total population in the Central Bardstown market area by census tract and year.

The Central Bardstown market area is projected to experience a 23% increase in households between 2010 and 2040, amounting to a gain of 7,485 households (see Table 3.2.3). This is the second largest projected numeric increase in households of the 21 market areas. All of the census tracts in Central Bardstown are expected to see household gains except for one located close to the Watterson Expressway. Therefore, while other tracts in the Central Bardstown market area will have stable or declining household sizes, tract 112 is forecast to exhibit an increasing household size. Otherwise the projections of households in Central Bardstown closely follow the pattern of overall population change.

Projections of Total Households, 2010 - 2040 Central Bardstown Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 109.01	2,227	2,234	2,238	2,259	2,266	2,284	2,294	67	3.0%
Census Tract 110.02	2,337	2,524	2,707	2,832	2,940	3,016	3,081	744	31.8%
Census Tract 110.03	2,606	2,681	2,752	2,814	2,859	2,900	2,931	325	12.5%
Census Tract 110.05	1,273	1,356	1,436	1,484	1,522	1,549	1,571	298	23.4%
Census Tract 111.09	842	898	953	1,016	1,072	1,108	1,141	299	35.5%
Census Tract 111.10	2,434	2,574	2,710	2,824	2,921	2,974	3,016	582	23.9%
Census Tract 111.13	1,310	1,404	1,496	1,596	1,687	1,742	1,792	482	36.8%
Census Tract 111.14	2,129	2,209	2,286	2,364	2,427	2,458	2,481	352	16.5%
Census Tract 112	2,602	2,593	2,580	2,587	2,579	2,573	2,558	-44	-1.7%
Census Tract 113.01	1,038	1,056	1,072	1,098	1,116	1,141	1,162	124	11.9%
Census Tract 113.02	2,461	2,589	2,713	2,830	2,929	2,990	3,040	579	23.5%
Census Tract 115.06	2,074	2,241	2,404	2,493	2,566	2,603	2,631	557	26.9%
Census Tract 115.08	2,057	2,201	2,342	2,556	2,754	2,851	2,938	881	42.8%
Census Tract 115.09	1,753	1,880	2,005	2,062	2,107	2,144	2,174	421	24.0%
Census Tract 115.15	1,775	1,930	2,082	2,185	2,274	2,337	2,392	617	34.8%
Census Tract 115.16	1,813	1,948	2,079	2,135	2,178	2,216	2,247	434	23.9%
Census Tract 115.19	1,924	2,104	2,282	2,445	2,593	2,646	2,690	766	39.8%
Central Bardstown Total	32,655	34,421	36,139	37,579	38,791	39,534	40,140	7,485	22.9%

Table 3.2.3. Projections of households in the Central Bardstown market area by census tract and year.

Employment

The neighborhoods that constitute the Central Bardstown market area grew up around General Electric Appliance Park following GE's arrival here in 1951. Today GE remains the cornerstone of a diversified area economy. The Central Bardstown market area was home to 10% of Louisville Metro's total employment and over 45,000 full- and part-time jobs in 2013. Although there is strong employment in a number of sectors, as shown in Figure 3.2.6, the employment in the Central Bardstown market area is particularly concentrated in the professional and manufacturing sectors, reflecting the importance of Yum! Brands and Appliance Park to both the market area and to Metro's economy. The Central Bardstown market area is also home to Jefferson County Public School's central offices.

Between 2002 and 2013 the Central Bardstown market area gained 4,710 jobs, a 12% increase (see Table 3.2.4). Employment gains in the manufacturing sector accounted for approximately half of the job growth over this time. Other notable gains were in the health care and professional sectors. Employment in the construction, other private, and public sectors declined some, but this loss was more than offset by the growth in other sectors.

Central Bardstown 2013 Employment by Sector

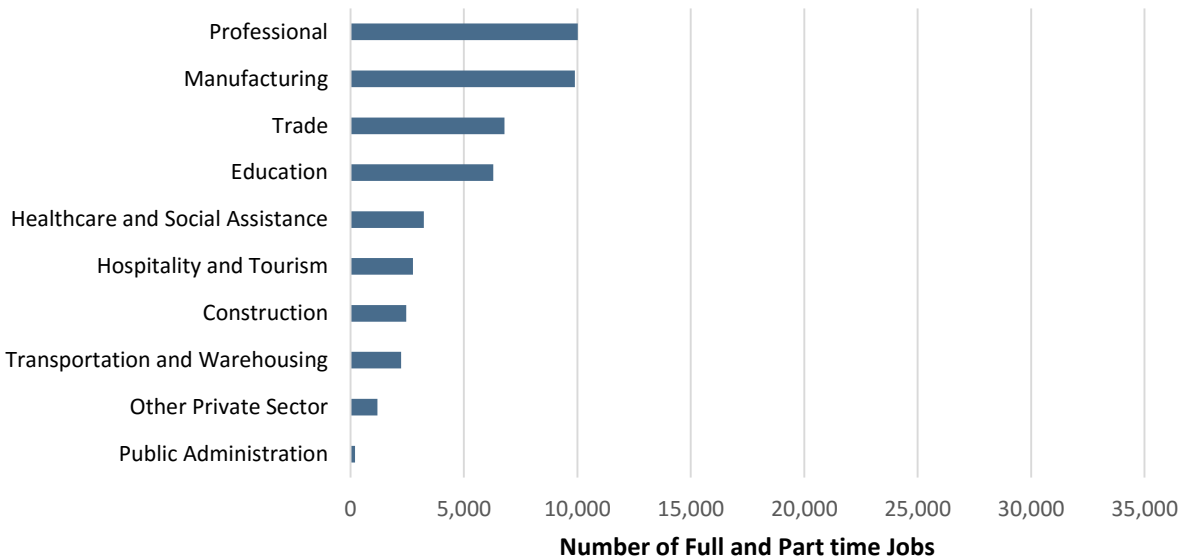


Figure 3.2.6. Full and part time employment by sector grouping in the Central Bardstown market area in 2013. Source: U.S. Census Bureau.

Central Bardstown Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-795	-24.4%
Manufacturing	2,407	32.1%
Trade	276	4.2%
Transportation and Warehousing	431	24.0%
Professional	920	10.1%
Education	506	8.7%
Health care	997	44.7%
Hospitality	279	11.3%
Other private sector	-196	-14.2%
Public sector	-115	-36.4%
Central Bardstown Total	4,710	11.7%

Table 3.2.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Central Bardstown market area. Source: U.S. Census Bureau.

There were some significant changes in commute patterns to jobs in the Central Bardstown market area between 2002 and 2013, as shown in Figure 3.2.7. The average commute became longer, with a 10 percent point drop in the number of commuters traveling less than 10 miles to their workplace in 2013, while 12% were now commuting over 50 miles.

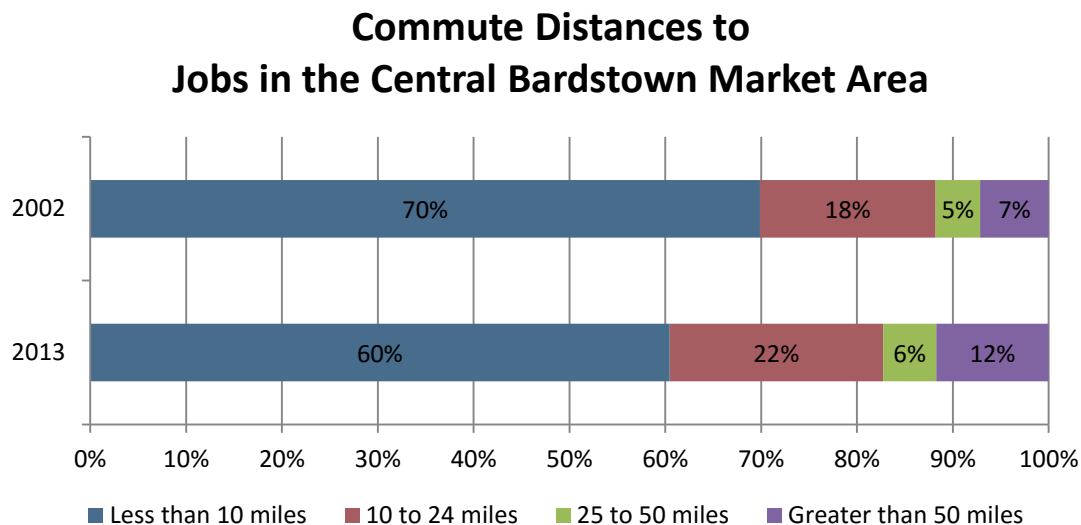


Figure 3.2.7. Commute distances workers traveled to jobs in the Central Bardstown market area in 2002 and 2013. Source: U.S. Census Bureau.

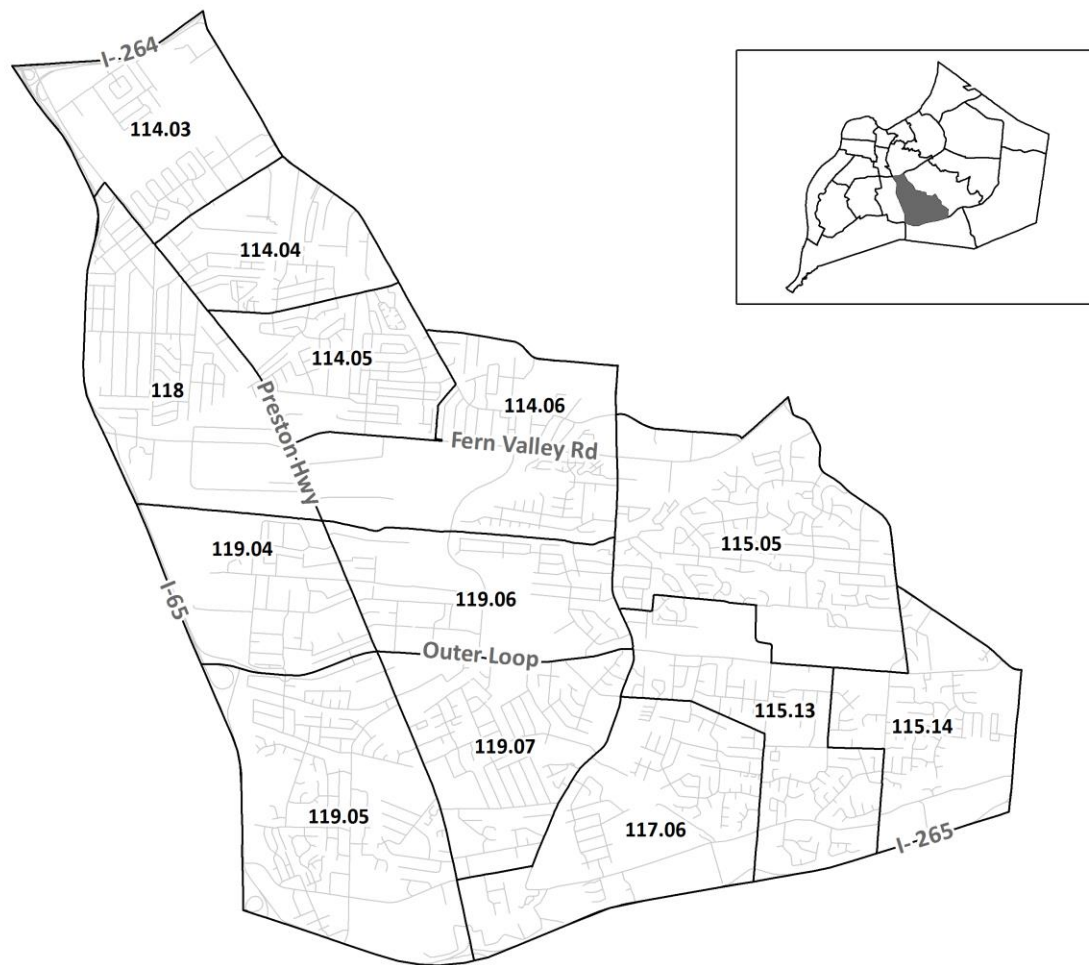
Employment Forecast

Total employment in the Central Bardstown market area is expected to see moderate growth from 2020 to 2040 (see Table 3.2.5). The growth will be led primarily by gains in health care and social assistance (about 2,000 jobs), followed by education (about 1,200 jobs). Even though transportation and warehousing is a relatively small employment sector in the area (around 2,000 employees), the industry is expected to see growth of about 30% over the forecast period.

Total Employment Forecast Central Bardstown Market Area				
2020	2025	2030	2035	2040
41,912	46,328	44,239	45,402	46,566

Table 3.2.5. Projections of total employment in the Central Bardstown market area by year.

Central Preston



People

The Central Preston market area's total population was 54,027 in 2010, a 6% increase from the 1990 total. 99% of the total population lived in households in 2010, with the small remaining population housed in group quarters.

The gender ratios in the Central Preston market area remained stable between 1990 and 2010. In 2010, the male population was 49% of the total population and the female population was 51%.

The Central Preston area aged between 1990 and 2010. Children under the age of 18 made up 24% of the population in 2010, a decrease of 1.5 percentage points from 1990. Similarly, adults 18 to 59 declined from 60% of the total population in 1990 to 58% in 2010. At the same time, adults age 60 and up increased 4 percentage points from 1990 to 19% of the population in 2010.

and adults 75 and up grew from 4% in 1990 to 7% in 2010. As shown in Figure 3.3.1, the 2010 age distribution of the Central Preston market area was fairly evenly distributed.

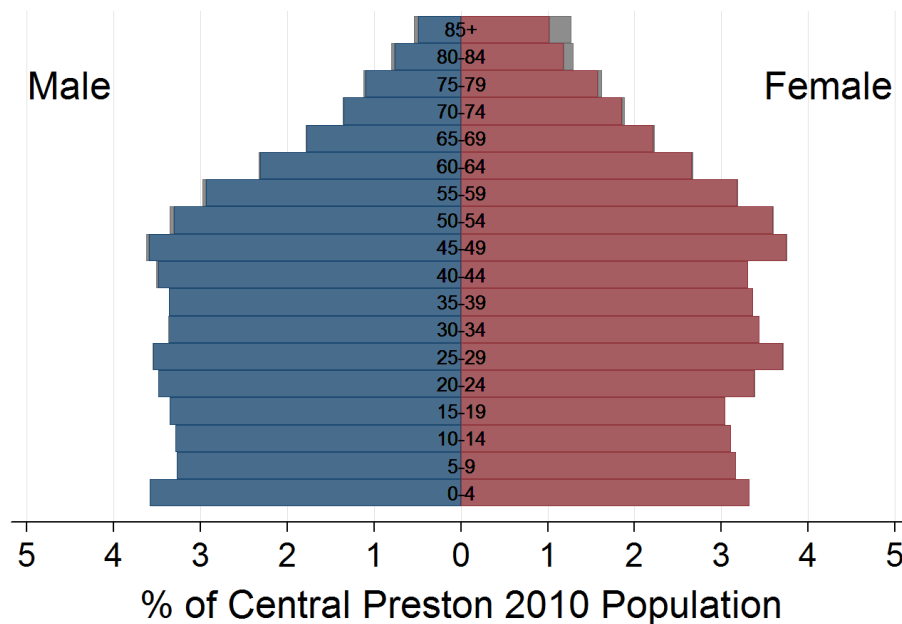


Figure 3.3.1. Population pyramid of the Central Preston market area. Source: U.S. Census Bureau.

The Central Preston area became significantly more racially and ethnically diverse between 1990 and 2010, as shown in Table 3.3.1. The non-Hispanic White population decreased from 90% of the total population in 1990 to 67% in 2010. In their place, all other races and ethnic groups increased in their proportions of the total population. The largest increase was in the non-Hispanic Black population which grew from 9% in 1990 to 19% of the total population in 2010. The population and percent of foreign born individuals also grew significantly increasing, from less than 1% of the total population in 1990 to over 11% in 2010.

At the same time, there was an increase in the Central Preston population who do not speak English well. While in 1990 only 0.5% of the population five years and older did not speak English well, this figure rose to 5% in 2010, more than double the percent for Louisville Metro as a whole.

Central Preston Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	89.8%	80.3%	67.1%
Non-Hispanic Black	9.0%	14.1%	19.0%
Non-Hispanic Asian	0.5%	1.1%	1.5%
Non-Hispanic Other	0.2%	1.7%	2.6%
Hispanic	0.5%	2.8%	9.7%
Foreign Born	0.9%	3.4%	11.2%

Table 3.3.1. Race, ethnicity, and nativity of the Central Preston market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

The Central Preston market area has made modest gains in educational attainment since 1990, as shown in Figure 3.3.2. In 2010, the percentage of the adult population that had attained a Bachelor's degree or better was 17%, an increase of 9 percentage points since 1990. At the same time, the adult population who did not have a high school diploma decreased from 28% in 1990 to 17% in 2010.

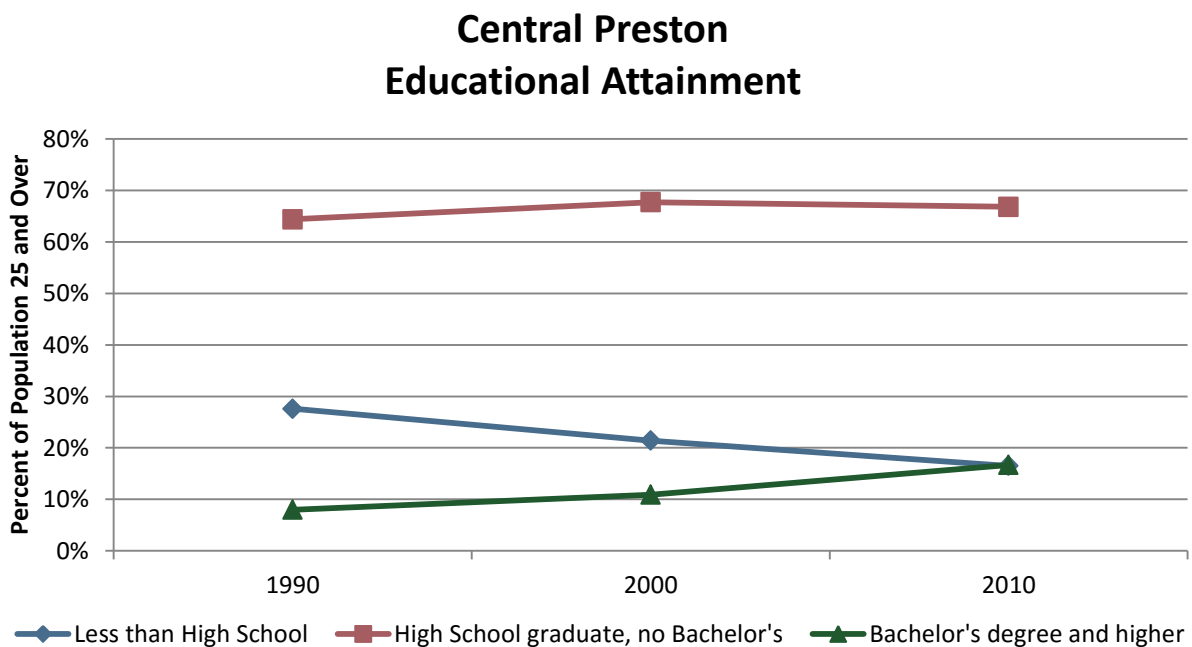


Figure 3.3.2. Percentage of the population 25 years and over in the Central Preston market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The population age 15 or older who has never been married increased from 24% in 1990 to 32% in 2010, a trend consistent with Louisville Metro.

Households and Families

The number of households in the Central Preston market area increased 15% from 1990 growing to 22,124 households in 2010. Of the total number of households in 2010, 64% were family households, a decrease from 75% in 1990. Single person households increased from 21% in 1990 to 30% in 2010. The growth in single person households is largely responsible for the reduction in average household size (from 2.63 individuals in 1990 to 2.42 individuals in 2010) exhibited by this market area over the last two decades (see Figure 3.3.3).

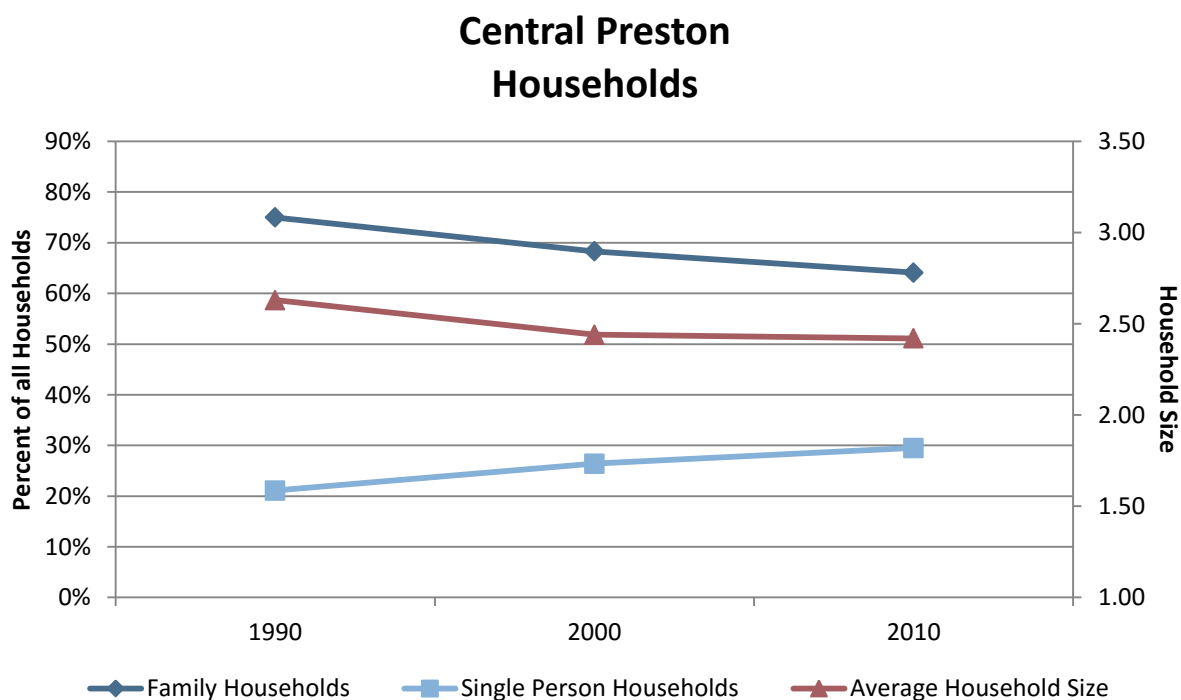


Figure 3.3.3. The percentage of all households in the Central Preston market area that are family households or individuals living alone by decade (left axis); average household size in the Central Preston market area in each decade (right axis). Source: U.S. Census Bureau.

Of the 14,184 family households in the Central Preston area in 2010, 63% were married couples, a decrease from 77% in 1990. Female-headed family households increased from 18% of all family households in 1990 to 28% in 2010. Additionally, average family size decreased going from 3.06 individuals per family in 1990 to 2.98 individuals in 2010.

In 2010, the Central Preston market area's median household income was \$43,500, a decrease of 20% from 1990 after adjusting for inflation. The poverty rate increased over the same time period, with 15% of families in poverty and 22% of families with children in poverty in 2010 (see Figure 3.3.4).

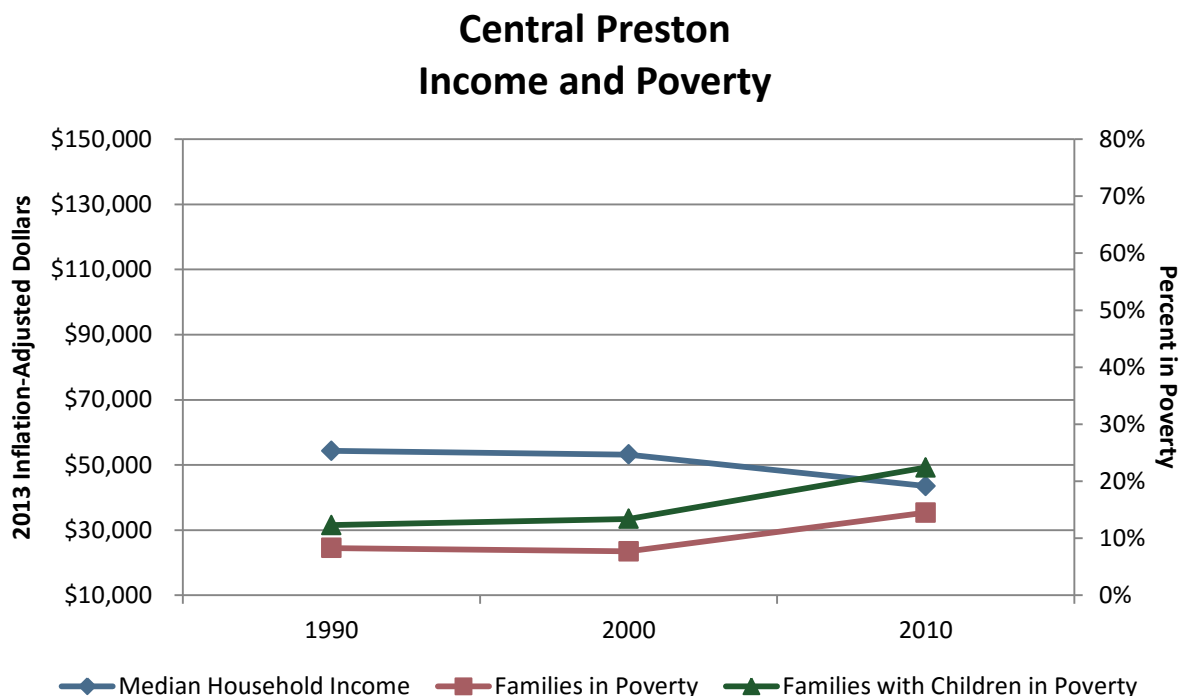


Figure 3.3.4. The Central Preston market area's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Central Preston market area with income below the poverty line and the percentage of families with children in the Central Preston market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median home value of the Central Preston area increased 30% since 1990 after controlling for inflation, rising to a median value of \$125,808 in 2010. Over the same period, the median contract rent increased 13% to \$575 per month in 2010 (see Figure 3.3.5). These trends contributed to a greater housing cost burden for the residents of this market area. In 2010, 48% of renters were using 30% or more of their income for rent, an increase of 12 percentage points since 1990. Over the same period, 24% of homeowners were spending 30% or more of their income on housing costs, double the 1990 value of 12%.

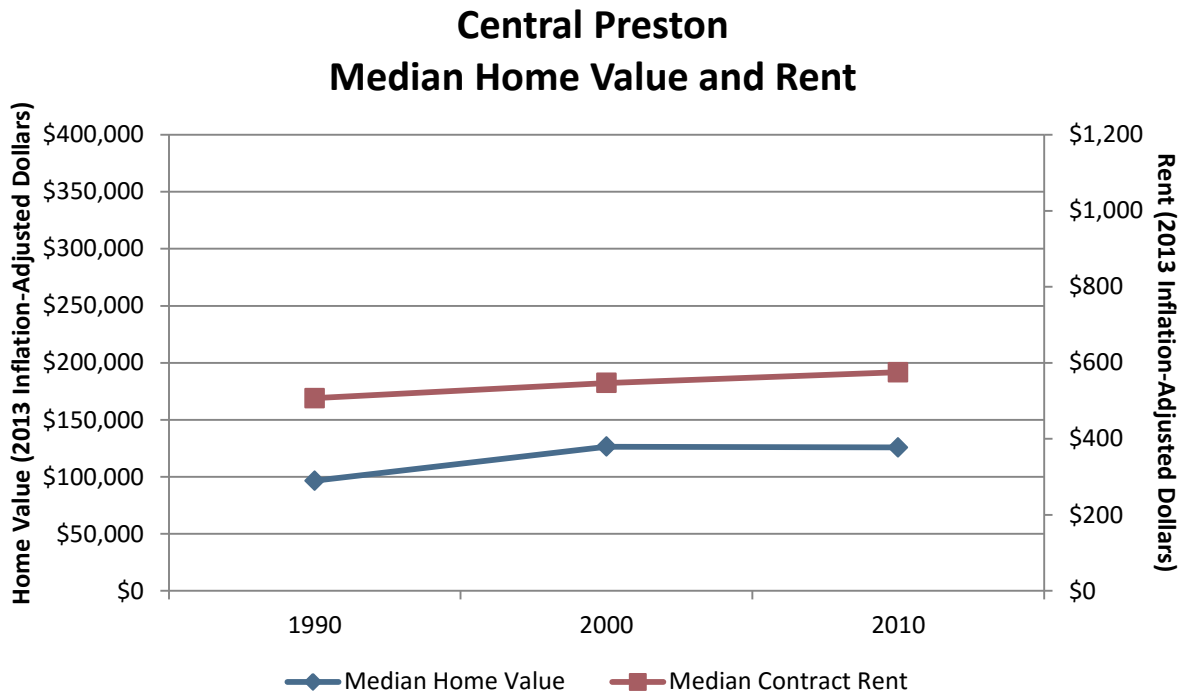


Figure 3.3.5. The median home value of owner-occupied housing units in the Central Preston market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Central Preston market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

The commute times for workers living in the Central Preston market area remained nearly the same between 1990 and 2010, with around 50% having a commute time to work between 15 and 29 minutes.

Housing Units

The total number of housing units in the Central Preston market area increased 20% from 1990 to 2010, to a total of 23,785 units. Of these, 7% were vacant in 2010, double the vacancy rate in 1990. Of the 22,124 occupied housing units in 2010, 61% were owner occupied and 39% were occupied by renters. There has been a modest shift towards rental units within this market area, as 66% of housing units were owner occupied in 1990.

Projections of Population and Households

The Central Preston market area is projected to add an additional 10,853 people between 2010 and 2040, a 20% increase (see Table 3.3.2). Small population declines are forecast in the tracts closest to the Watterson Expressway, while population gains are expected in tracts further south and southeast. Most of the population growth in this market area will be south of Fern Valley Road.

Projections of Total Population, 2010 - 2040 Central Preston Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 114.03	1,835	1,796	1,754	1,740	1,719	1,716	1,710	-125	-6.8%
Census Tract 114.04	3,752	3,700	3,643	3,645	3,633	3,656	3,673	-79	-2.1%
Census Tract 114.05	5,804	5,865	5,918	6,055	6,170	6,361	6,541	737	12.7%
Census Tract 114.06	4,234	4,327	4,413	4,563	4,696	4,893	5,081	847	20.0%
Census Tract 115.05	6,298	6,756	7,204	7,448	7,665	7,812	7,945	1,647	26.2%
Census Tract 115.13	4,512	4,850	5,181	5,348	5,496	5,602	5,698	1,186	26.3%
Census Tract 115.14	3,291	3,508	3,719	3,902	4,070	4,151	4,224	933	28.4%
Census Tract 117.06	3,690	4,032	4,368	4,504	4,623	4,717	4,803	1,113	30.2%
Census Tract 118	2,702	2,727	2,749	2,822	2,885	2,980	3,069	367	13.6%
Census Tract 119.04	2,584	2,643	2,698	2,811	2,914	3,069	3,218	634	24.5%
Census Tract 119.05	7,402	7,835	8,256	8,524	8,760	8,918	9,059	1,657	22.4%
Census Tract 119.06	3,480	3,609	3,733	3,943	4,139	4,412	4,677	1,197	34.4%
Census Tract 119.07	4,443	4,597	4,744	4,898	5,034	5,113	5,182	739	16.6%
Central Preston Total	54,027	56,243	58,379	60,202	61,805	63,399	64,880	10,853	20.1%

Table 3.3.2. Projections of total population in the Central Preston market area by census tract and year.

The Central Preston market area is projected to gain an additional 5,125 households between 2010 and 2040, a 23% increase (see Table 3.3.3). The pattern of household change closely follows the pattern of population change, wherein tracts in the north are forecasted to see small declines that are offset by larger gains in the south. Population change and household change are expected to occur at very similar rates, and Central Preston household size is therefore projected to remain fairly consistent throughout the projection period.

Projections of Total Households, 2010 - 2040 Central Preston Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 114.03	796	777	756	757	753	755	753	-43	-5.4%
Census Tract 114.04	1,605	1,571	1,534	1,539	1,534	1,546	1,553	-52	-3.2%
Census Tract 114.05	2,217	2,283	2,347	2,430	2,499	2,600	2,692	475	21.4%
Census Tract 114.06	1,798	1,842	1,883	1,947	2,000	2,099	2,191	393	21.9%
Census Tract 115.05	2,510	2,696	2,879	2,979	3,060	3,114	3,157	647	25.8%
Census Tract 115.13	1,795	1,997	2,197	2,323	2,436	2,498	2,552	757	42.2%
Census Tract 115.14	1,377	1,516	1,653	1,771	1,877	1,936	1,988	611	44.4%
Census Tract 117.06	1,494	1,670	1,843	1,905	1,956	1,987	2,011	517	34.6%
Census Tract 118	1,250	1,267	1,282	1,310	1,330	1,377	1,418	168	13.4%
Census Tract 119.04	1,072	1,121	1,169	1,244	1,310	1,398	1,481	409	38.2%
Census Tract 119.05	2,957	3,112	3,262	3,345	3,409	3,441	3,462	505	17.1%
Census Tract 119.06	1,479	1,554	1,627	1,728	1,818	1,935	2,044	565	38.2%
Census Tract 119.07	1,774	1,812	1,848	1,891	1,923	1,938	1,947	173	9.8%
Central Preston Total	22,124	23,218	24,280	25,169	25,905	26,623	27,249	5,125	23.2%

Table 3.3.3. Projections of households in the Central Preston market area by census tract and year.

Employment

Employment in the Central Preston market area is geographically concentrated along Preston Highway and Outer Loop, with the latter providing a major regional shopping node anchored by the Jefferson Mall.

The total number of full and part time jobs located in the Central Preston market area in 2013 was 24,777, representing 5% of jobs in Louisville Metro. Employment in the Central Preston market area was dominated by the professional and trade sectors (see Figure 3.3.6). Time Warner Cable is a large professional sector employer and Commonwealth Dodge and retail associated with the Jefferson Mall are major employers in the trade sector.

The Central Preston market area lost 1,530 jobs between 2002 and 2013, a decrease of nearly 6% (see Table 3.3.4). Although there were job losses in the construction, manufacturing, health care, and hospitality sectors, the largest loss occurred in the trade sector, which shed over a quarter of the sector's total jobs during the period. Meanwhile, these losses were somewhat offset by employment gains in the professional and transportation and warehousing sectors, as well as smaller gains in the education, public, and other private sectors.

Central Preston 2013 Employment by Sector

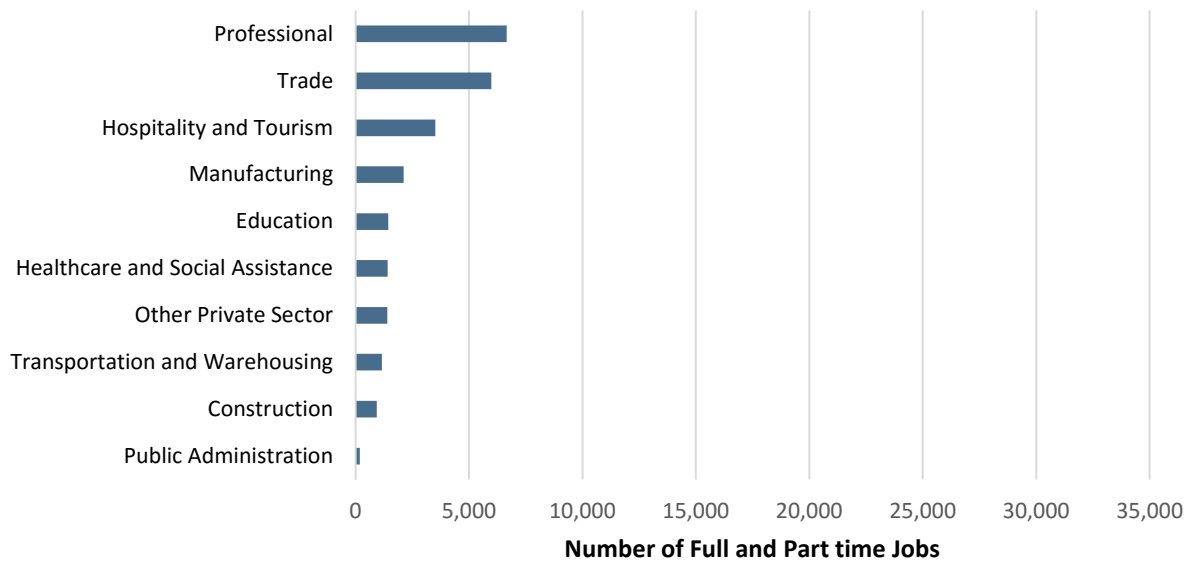


Figure 3.3.6. Full and part time employment by sector grouping in the Central Preston market area in 2013. Source: U.S. Census Bureau.

Central Preston Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-442	-32.3%
Manufacturing	-301	-12.5%
Trade	-2,082	-25.8%
Transportation and Warehousing	476	70.2%
Professional	764	13.0%
Education	92	6.9%
Health care	-61	-4.2%
Hospitality	-51	-1.4%
Other private sector	36	2.6%
Public sector	39	26.4%
Central Preston Total	-1,530	-5.8%

Table 3.3.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Central Preston market area. Source: U.S. Census Bureau.

Commute distances to jobs in the Central Preston market area are increasing, as shown in Figure 3.3.7. The proportion of workers commuting less than 10 miles to jobs in the Central Preston market area declined 9 percentage points between 2002 and 2013, while those traveling to jobs greater than 50 miles distant rose by 5 percentage points, to 18% of all area commuters in 2013.

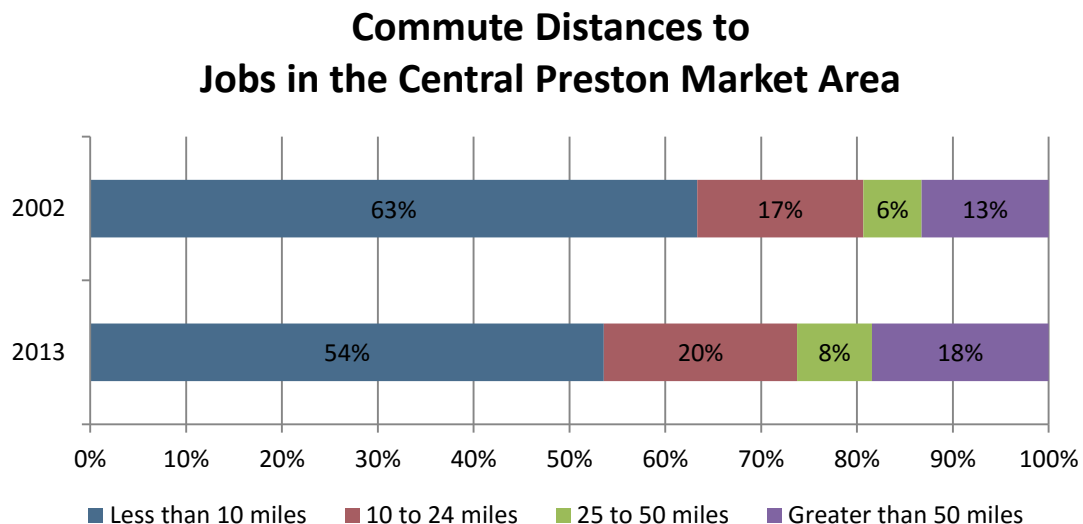


Figure 3.3.7. Commute distances workers traveled to jobs in the Central Preston market area in 2002 and 2013. Source: U.S. Census Bureau.

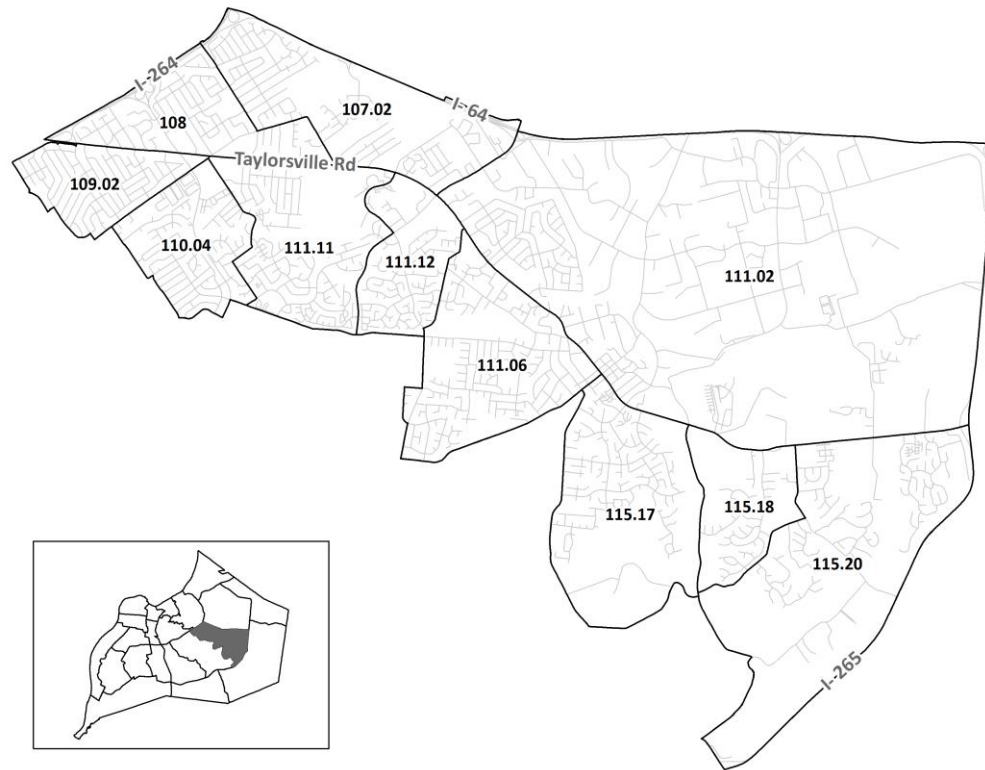
Employment Forecast

Although there are likely to continue to be losses and gains among the different sectors, total employment in the Central Preston Market area is expected to remain essentially unchanged from 2020 to 2040 (see Table 3.3.5).

Total Employment Forecast Central Preston Market Area				
2020	2025	2030	2035	2040
27,195	27,192	27,190	27,187	27,185

Table 3.3.5. Projections of total employment in the Central Preston market area by year.

Central Taylorsville



People

Total population in the Central Taylorsville market area reached 52,977 in 2010, an increase of 28% from 1990. Of this total, 98% lived in households in 2010, while the other 2% were housed in group quarters.

In 2010, males made up 48% of the Central Taylorsville market area population, while females made up 52%. Of the market area's 2010 population, 22% were aged 17 and under, 57% were aged 18 to 59, 20% were 60 and older, and 8% were 75 and older. Despite the population increase over the last two decades, these age proportions have remained more or less consistent from 1990 to 2010, with the most measurable change occurring in the population aged 75 and older, up from 6% in 1990. The population aged 25-29 and 45-54 constituted the highest proportions for both males and females in 2010, compared to the other age groups (see Figure 3.4.1).

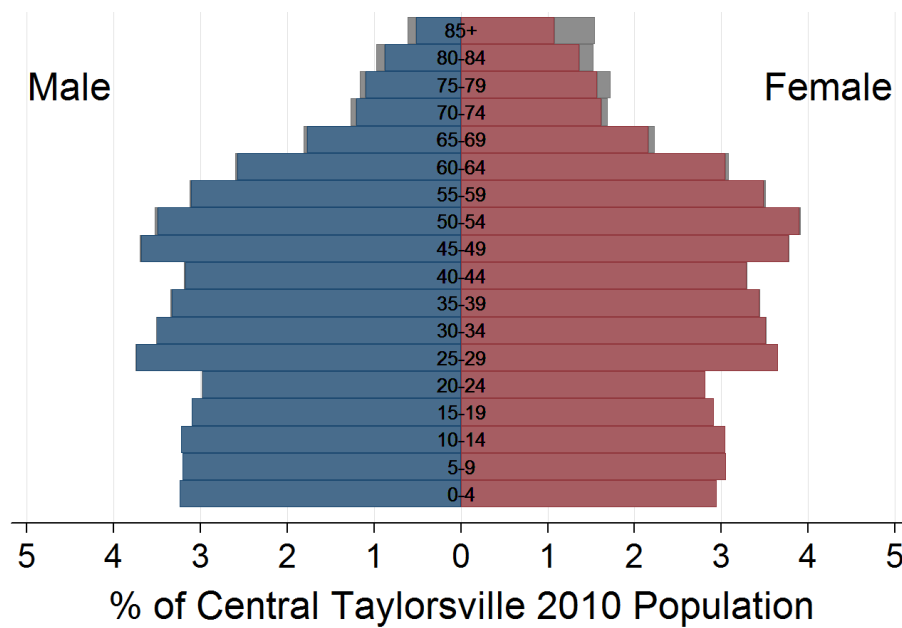


Figure 3.4.1. Population pyramid of the Central Taylorsville market area. Source: U.S. Census Bureau.

Like the rest of Louisville Metro, the Central Taylorsville market area is becoming more diverse. Since 1990, the population groups that saw the largest numeric growth were non-Hispanic Blacks, which grew from 4% in 1990 to 10% in 2010, and the foreign-born, which grew from 2% in 1990 to 8% in 2010 (see Table 3.4.1). The increase in the foreign-born population is reflected in the proportion of those ages five and older that have difficulty with the English language. In 2010, 2% of the population age five and over in the Central Taylorsville market area are unable to speak English well, the same rate as Louisville Metro overall.

Central Taylorsville Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	94.3%	87.7%	80.7%
Non-Hispanic Black	4.3%	7.1%	10.3%
Non-Hispanic Asian	0.6%	1.5%	2.4%
Non-Hispanic Other	0.1%	1.7%	2.0%
Hispanic	0.7%	2.0%	4.6%
Foreign Born	1.7%	5.0%	8.1%

Table 3.4.1. Race, ethnicity, and nativity of the Central Taylorsville market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

Educational attainment in the Central Taylorsville market area improved between 1990 and 2010, as shown in Figure 3.4.2. The percentage of those with less than a high school education decreased to 8% in 2010 from 15% in 1990. Although the percent of those with a high school diploma but without a Bachelor's declined 7 points – from 62% in 1990 to 55% in 2010 – those with a Bachelor's degree or higher increased 13 percentage points during the same period, from 24% in 1990 to 37% in 2010.

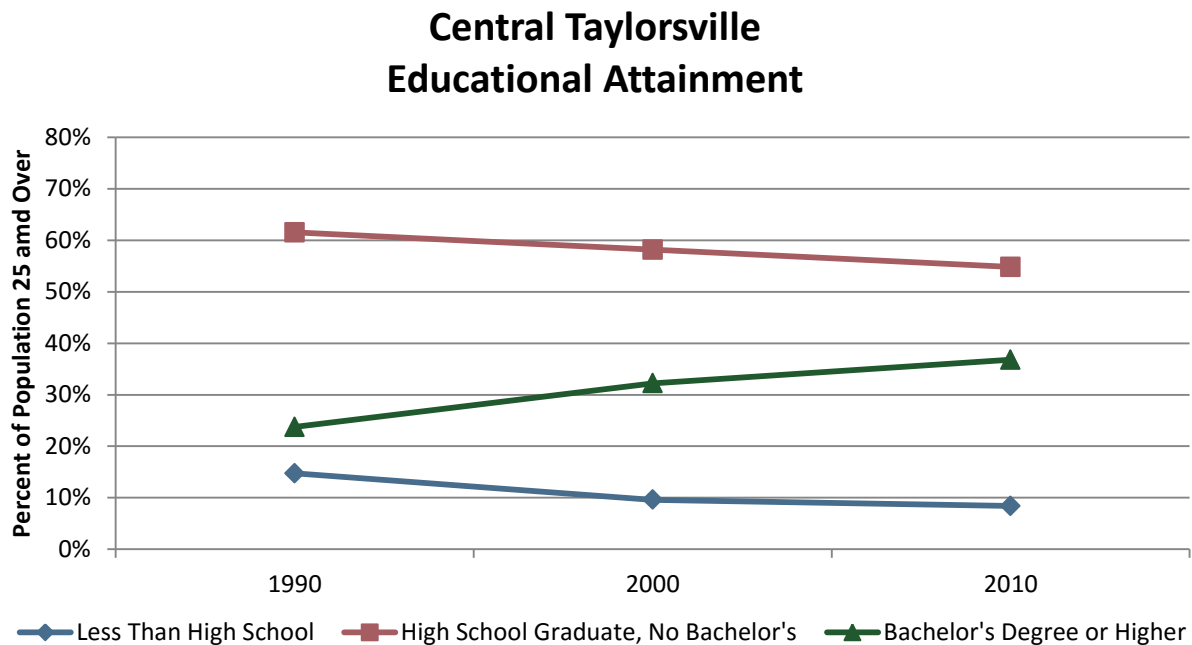


Figure 3.4.2. Percentage of the population 25 years and over in the Central Taylorsville market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Following the trend in Louisville Metro, the percentage of individuals who have never been married has increased in the Central Taylorsville market area. In 2010, 27% of the population age 15 and over had never been married, up from 21% in 1990.

Households and Families

In the Central Taylorsville market area the total number of households increased 33% between 1990 and 2010, to 22,069 households in 2010. Of the total number of households, 64% were family households, a decrease from 71% in 1990. Single person households increased between 1990 and 2010, from 25% of households in 1990 to 30% of households in 2010. Average household size dropped from 2.45 in 1990 to 2.36 in 2010 (see Figure 3.4.3).

Of 14,084 family households in 2010, 76% were married couple households, a decline from 88% in 1990. Approximately 18% of 2010 family households were female headed family households, an increase from 14% in 1990.

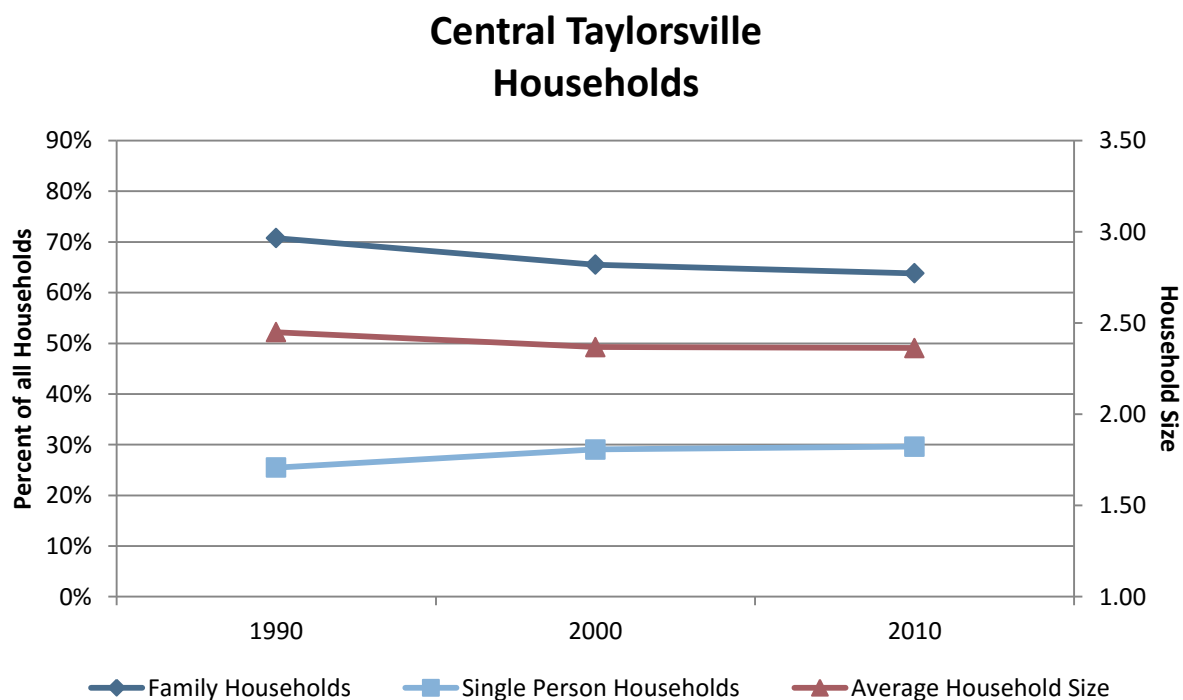


Figure 3.4.3. The percentage of all households in the Central Taylorsville market area that are family households or individuals living alone by decade (left axis); average household size in the Central Taylorsville market area in each decade (right axis). Source: U.S. Census Bureau.

Median income in the Central Taylorsville market area was \$62,154 in 2013 inflation adjusted dollars, a 5% drop from the median income in 1990, and an 11% drop from the median income in 2000. Accompanying this decline in income was an increase in poverty among families. The

percent of families living in poverty increased from 2% in 1990 to 6% in 2010. The percent of families with children living in poverty also increased from 3% in 1990 to 9% in 2010 (see Figure 3.4.4). Even with these changing rates, 2010 median income was still higher and poverty rates were lower in Central Taylorsville than in Louisville Metro as a whole.

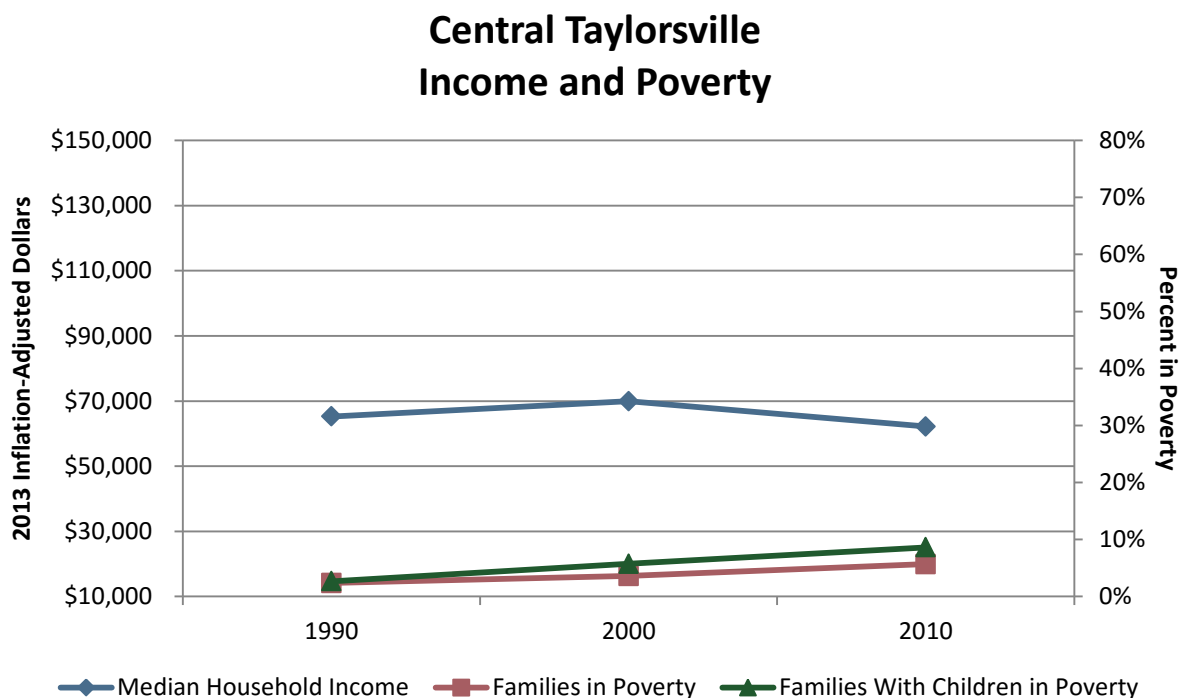


Figure 3.4.4. The Central Taylorsville market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Central Taylorsville market area with income below the poverty line and the percentage of families with children in the Central Taylorsville market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median home value in the Central Taylorsville market area experienced a 40% increase since 1990, to a 2010 value of \$180,950 (after adjusting for inflation). Median contract rent also increased between 1990 and 2010 to \$694 per month, up 11% in real terms from 1990 (see Figure 3.4.5). In 2010, 41% of renters in the Central Taylorsville market area used more than 30% of their income on housing costs, an increase from 30% in 1990. Of homeowners, 18% were using more than 30% of their income for housing, up from 10% two decades earlier.

Central Taylorsville Median Home Value and Rent

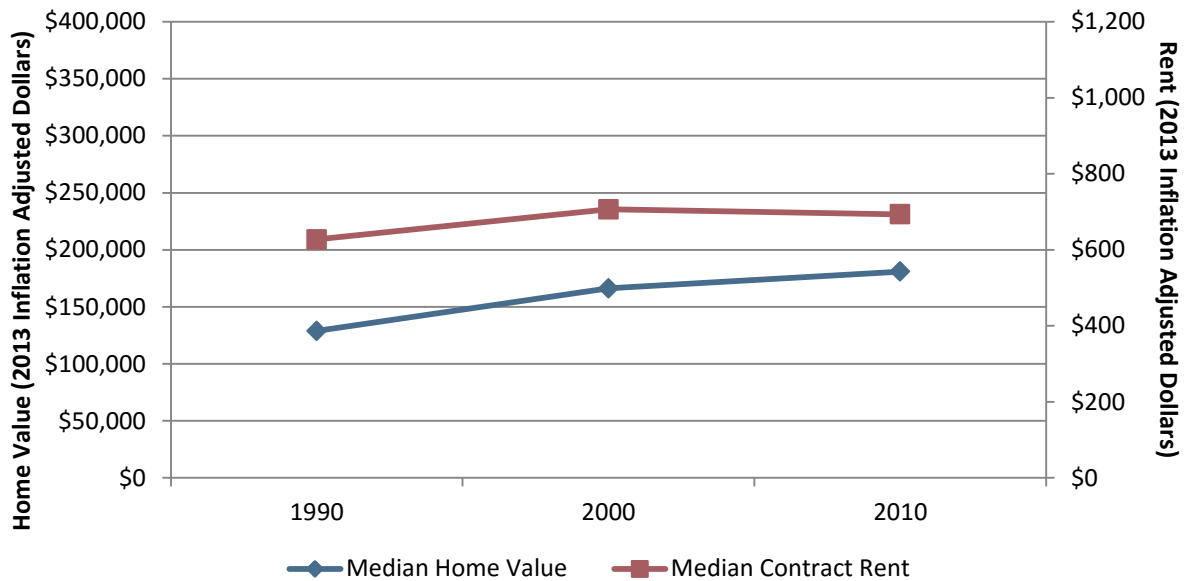


Figure 3.4.5. The median home value of owner-occupied housing units in the Central Taylorsville market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Central Taylorsville market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times of workers who live in the Central Taylorsville market area remained nearly identical between 1990 and 2010, with more than half of all commuters getting to work in 15-29 minutes. Meanwhile, the percentage of households without a car decreased slightly, from 5% in 1990 to 4% in 2010.

Housing Units

Of the 23,550 housing units in the Central Taylorsville market area in 2010, 94% were occupied and 6% were vacant, which is slightly lower than the 8% vacancy rate for Louisville Metro. Of the occupied housing units, 70% were owner occupied while 30% were renter occupied. Housing tenure in Central Taylorsville remained consistent since 1990, with owner-occupancy rates somewhat higher than in the county as a whole.

Projections of Population and Households

The Central Taylorsville market area is projected to gain 11,911 people between 2010 and 2040, amounting to a 23% increase in population (see Table 3.4.2). The largest population gains in Central Taylorsville are located east of Hurstbourne Parkway, approaching the Gene Snyder Freeway. Census Tract 111.02 is projected to have sizeable population gains, although it should be noted that this tract is more than three times larger in geographic size than the next largest tract within the market area. This tract also contains a significant portion of undeveloped land east of Blankenbaker Parkway.

Projections of Total Population, 2010 - 2040 Central Taylorsville Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 107.02	5,477	5,574	5,663	5,786	5,888	5,967	6,035	558	10.2%
Census Tract 108	3,856	3,923	3,985	4,059	4,119	4,169	4,213	357	9.3%
Census Tract 109.02	4,089	4,145	4,194	4,275	4,339	4,394	4,442	353	8.6%
Census Tract 110.04	6,178	6,267	6,346	6,465	6,560	6,643	6,713	535	8.7%
Census Tract 111.02	6,154	7,010	7,856	8,967	10,046	10,373	10,681	4,527	73.6%
Census Tract 111.06	6,900	7,289	7,668	7,863	8,030	8,167	8,289	1,389	20.1%
Census Tract 111.11	5,285	5,479	5,665	5,790	5,894	5,983	6,060	775	14.7%
Census Tract 111.12	3,403	3,507	3,607	3,682	3,743	3,797	3,845	442	13.0%
Census Tract 115.17	5,766	5,910	6,046	6,247	6,424	6,521	6,607	841	14.6%
Census Tract 115.18	2,374	2,517	2,656	2,723	2,779	2,828	2,871	497	21.0%
Census Tract 115.20	3,495	3,915	4,329	4,599	4,852	4,997	5,133	1,638	46.9%
Central Taylorsville Total	52,977	55,536	58,016	60,456	62,675	63,839	64,888	11,911	22.5%

Table 3.4.2. Projections of total population in the Central Taylorsville market area by census tract and year.

The Central Taylorsville market area is projected to add 6,146 households between 2010 and 2040, a 28% increase (see Table 3.4.3). The pattern of household growth closely mirrors population change, with the largest numeric gains expected east of Hurstbourne Parkway. Tracts closer to the Watterson Expressway will see a larger percentage change in households than in population growth, due to the smaller average household size in these tracts relative to tracts further east.

Projections of Total Households, 2010 - 2040 Central Taylorsville Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 107.02	2,489	2,547	2,602	2,639	2,661	2,691	2,711	222	8.9%
Census Tract 108	1,588	1,596	1,601	1,616	1,621	1,631	1,636	48	3.0%
Census Tract 109.02	1,845	1,864	1,880	1,921	1,950	1,972	1,988	143	7.8%
Census Tract 110.04	2,839	2,874	2,904	2,957	2,993	3,031	3,059	220	7.7%
Census Tract 111.02	2,689	3,074	3,455	3,932	4,385	4,521	4,642	1,953	72.6%
Census Tract 111.06	2,782	2,973	3,159	3,262	3,344	3,410	3,463	681	24.5%
Census Tract 111.11	2,300	2,522	2,740	2,887	3,016	3,092	3,157	857	37.3%
Census Tract 111.12	1,428	1,479	1,529	1,561	1,585	1,592	1,594	166	11.6%
Census Tract 115.17	2,150	2,266	2,378	2,501	2,610	2,662	2,706	556	25.9%
Census Tract 115.18	769	857	944	1,019	1,088	1,128	1,165	396	51.5%
Census Tract 115.20	1,190	1,390	1,587	1,767	1,936	2,018	2,093	903	75.9%
Central Taylorsville Total	22,069	23,440	24,778	26,062	27,187	27,749	28,215	6,146	27.8%

Table 3.4.3. Projections of households in the Central Taylorsville market area by census tract and year.

Employment

The Central Taylorsville market area hosts several employment centers, such as the Blankenbaker Station Business Park, the Bluegrass Industrial Park, and retail corridors along Hurstbourne Parkway and in the Hikes Point area. In 2013 there were 38,906 full and part time jobs in the Central Taylorsville market area, accounting for 9% of the jobs in Louisville Metro. Over half of these jobs were in the professional and trade sectors (see Figure 3.4.6). Large professional sector employers in the area include Preferred Marketing Solutions and Papa John's International, while large trade sector employers include PJ Food Service and Sam Swope Auto Group.

Between 2002 and 2013 the Central Taylorsville market area lost 1,648 jobs, a 4% decrease (see Table 3.4.4). Job loss in the manufacturing sector led the decline, followed by losses in the professional and other private sectors. However, the health care sector gained over 1,000 jobs during this time and the trade sector also experienced job growth.

Central Taylorsville 2013 Employment by Sector

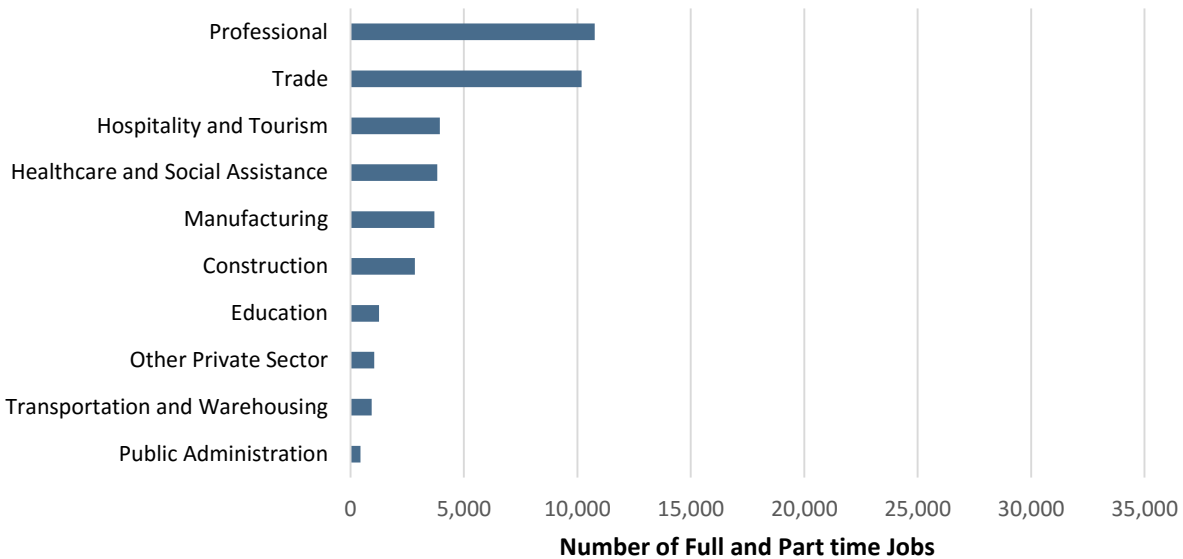


Figure 3.4.6. Full and part time employment by sector grouping in the Central Taylorsville market area in 2013. Source: U.S. Census Bureau.

Central Taylorsville Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-205	-6.7%
Manufacturing	-1,796	-32.7%
Trade	567	5.9%
Transportation and Warehousing	-176	-16.0%
Professional	-801	-6.9%
Education	138	12.4%
Health care	1,165	43.7%
Hospitality	-215	-5.2%
Other private sector	-415	-28.5%
Public sector	90	25.7%
Central Taylorsville Total	-1,648	-4.1%

Table 3.4.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Central Taylorsville market area. Source: U.S. Census Bureau.

Less than half of the commuters employed in the Central Taylorsville market area traveled a distance of less than 10 miles to their workplace in 2013, while 18% traveled from homes over 50 miles distant (see Figure 3.4.7).

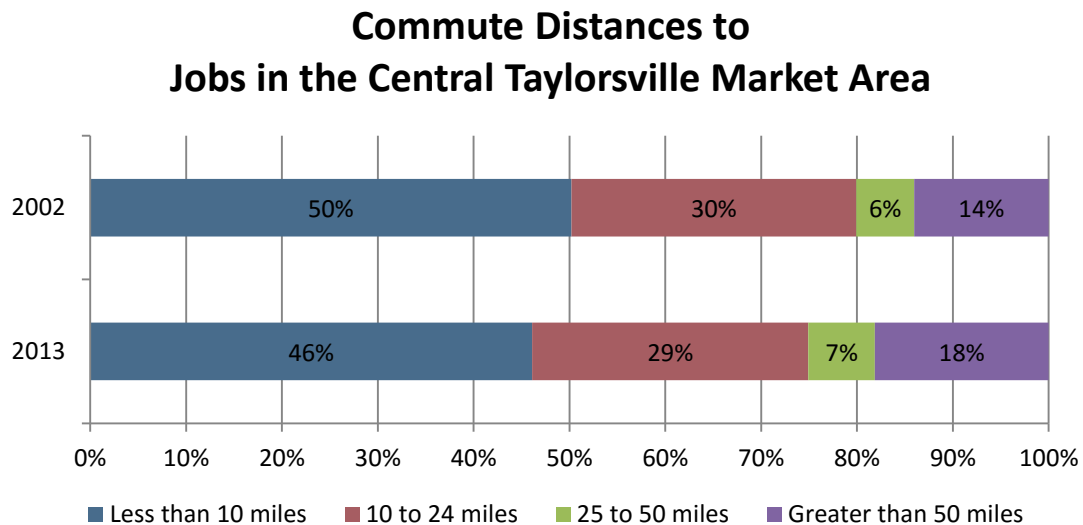


Figure 3.4.7. Commute distances workers traveled to jobs in the Central Taylorsville market area in 2002 and 2013. Source: U.S. Census Bureau.

Employment Forecast

As shown in Table 3.4.5, between 2020 and 2040 total employment in the Central Taylorsville market area is expected to see moderate decline, led by the loss of manufacturing jobs, about 400 transportation and warehousing jobs, and about 800 jobs from hospitality. Although there will be modest gains in other sectors during the period – such as about 1,000 jobs in trade – these gains will not be sufficient to offset the losses in other sectors in the area.

Total Employment Forecast Central Taylorsville Market Area				
2020	2025	2030	2035	2040
36,508	35,341	34,173	33,005	31,838

Table 3.4.5. Projections of total employment in the Central Taylorsville market area by year.

Downtown



People

The Downtown market area's total 2010 population was 13,291, a 10% increase over the area's population in 1990. The Downtown market area is the smallest of the 21 market areas in the county in terms of total land area, and it currently has the 2nd highest population density (after the Northwest Core).

In 2010, 75% of Downtown's population were residents of households, while the remaining 3,322 – a full quarter of the total – were in group quarters. This segment increased in number by nearly 1,600 between 1990 and 2010, from 14% in 1990 to 25% of the area's population in 2010. This increase was likely a result of growth in the incarcerated populations in the downtown correctional facilities. Downtown had by far the largest population and proportion of total population in group quarters in 2010 of any of the 21 Metro market areas.

The number of males to females shifted between 1990 and 2010, from 46% male and 54% female in 1990 to nearly the opposite proportion in 2010 – 55% male to 45% female.

The distribution of population by age group Downtown shifted measurably between 1990 and 2010. The most significant change was in among those 18 to 59 years of age, increasing from 50% of the Downtown population in 1990 to 67% in 2010. Meanwhile, the percentage of those 60 years of age and older declined from 29% in 1990 to 15% in 2010. The percentage of children under 18 also declined from 22% of the total in 1990 to 18% in 2010. Figure 3.5.1 shows the age and gender distribution of the 2010 population, with the grey section of bar representing the population in group quarters. The area is dominated by males between the age of 20 and 34; however a large proportion of this population are housed in group quarters.

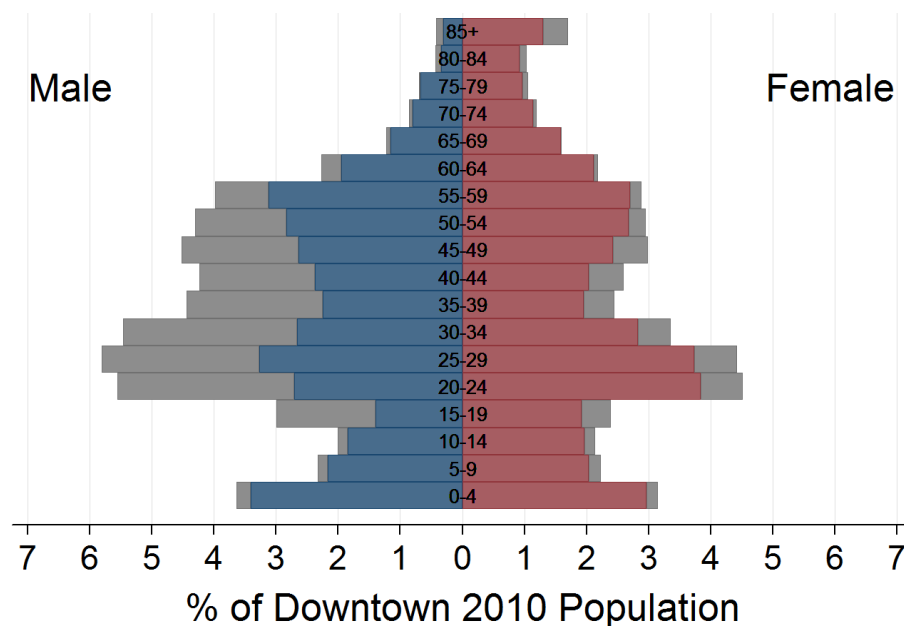


Figure 3.5.1. Population pyramid of the Downtown market area. Source: U.S. Census Bureau.

Although the percentage of non-Hispanic Blacks residing Downtown remained within the range of 57% to 59% between 1990 and 2010, the proportion of non-Hispanic Whites declined from 41% to 34% over that twenty-year period (see Table 3.5.1). Meanwhile, the proportions of foreign-born, Asians, Hispanics and other non-Hispanics all increased between 1990 and 2010.

Regardless of the significant numeric increase and in the relative proportion of foreign-born Downtown between 1990 and 2010, the percentage of those who did not speak English remained at or below 1% of the population throughout the past two decades.

Downtown Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	40.6%	30.3%	33.5%
Non-Hispanic Black	57.4%	63.9%	59.4%
Non-Hispanic Asian	0.8%	1.4%	2.1%
Non-Hispanic Other	0.3%	2.3%	2.4%
Hispanic	0.9%	2.1%	2.6%
Foreign Born	1.6%	3.2%	4.5%

Table 3.5.1. Race, ethnicity, and nativity of the Downtown market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

Levels of educational attainment among those residing downtown changed considerably between 1990 and 2010, with the percentage of those with no high school diploma decreasing from 47% to 18%, and the percentage of those with a high school diploma but without a Bachelor's degree increasing from 38% in 1990 to 61% in 2010. Meanwhile, the percentage of those with a Bachelor's degree or higher changed more modestly, increasing from 14% to 20% of the total Downtown population 25 and over (see Figure 3.5.2).

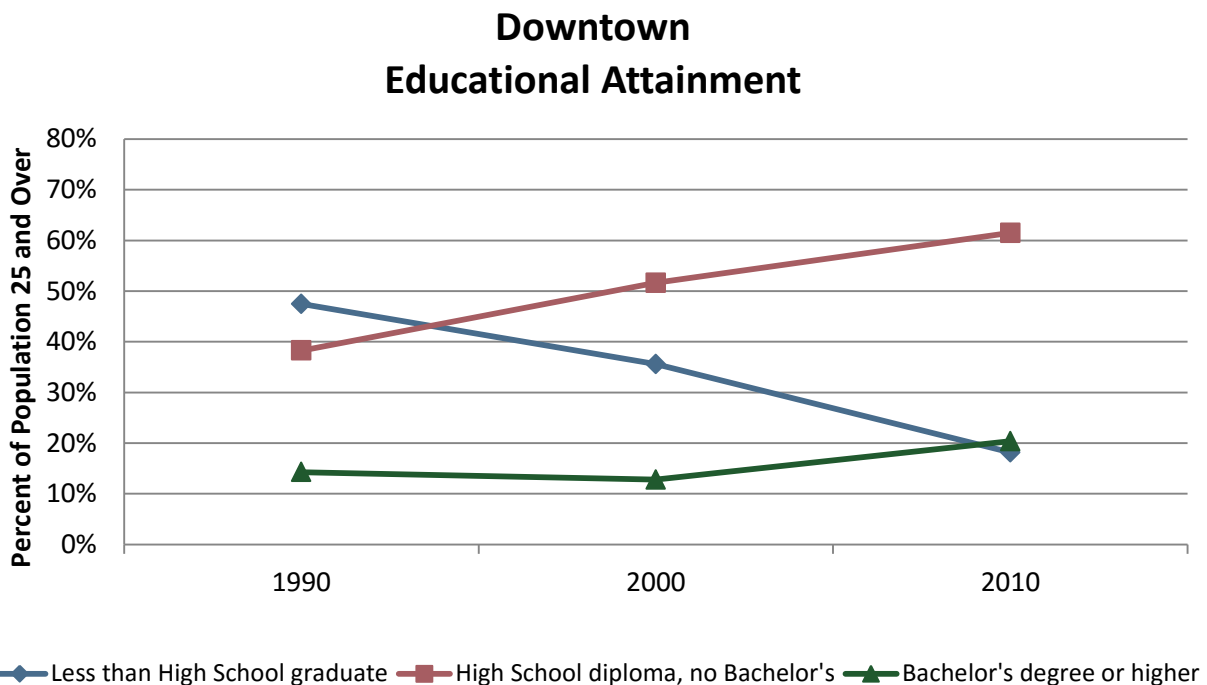


Figure 3.5.2. Percentage of the population 25 years and over in the Downtown market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Households and Families

Total households Downtown in 2010 numbered 5,785 – a loss of only 3 households since 1990. Of all 2010 households Downtown, 31% were family households (a decrease from 35% in 1990), which is the lowest proportion of family households in all market areas. 62% of all Downtown households were single-person households, the highest proportion of single-person households of Metro’s market areas. Average household size decreased from 1.79 in 1990 to 1.72 in 2010 (see Figure 3.5.3).

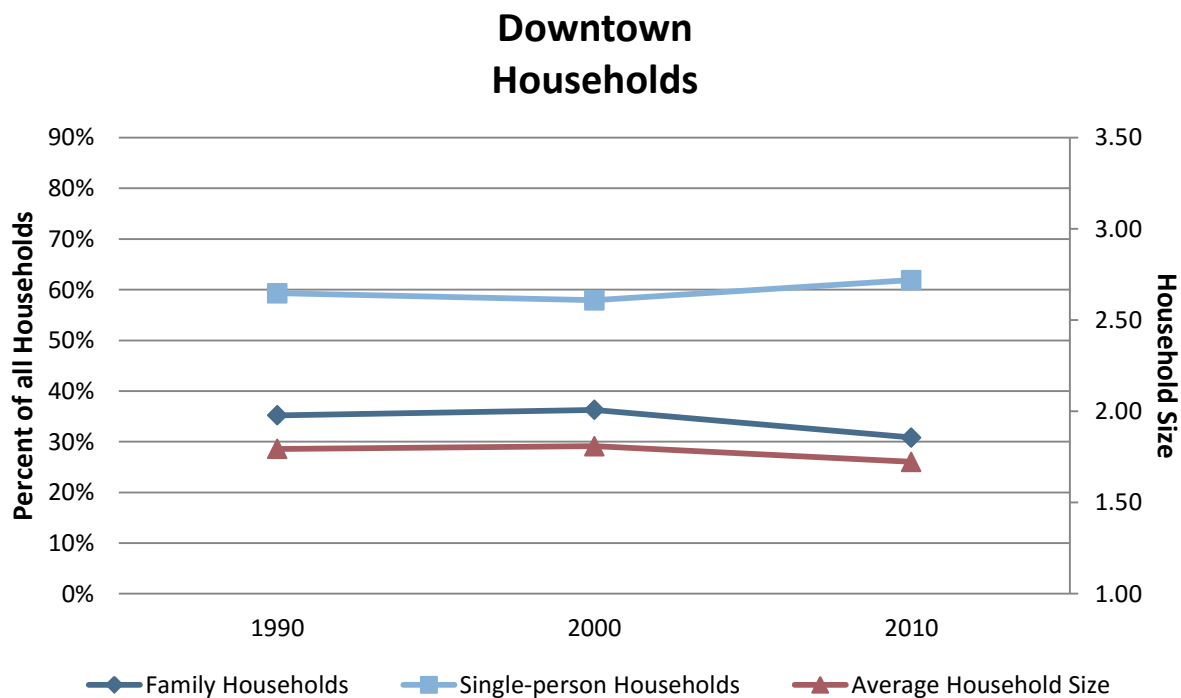


Figure 3.5.3. The percentage of all households in the Downtown market area that are family households or individuals living alone by decade (left axis); average household size in the Downtown market area in each decade (right axis). Source: U.S. Census Bureau.

Of the 1,784 family households living Downtown in 2010, 31% were married couple families, while female-headed families constituted 61% of family households. These rates remained relatively constant between 1990 and 2010, and the average family size changed little, from 2.99 in 1990 to 2.98 in 2010.

In 2010, the median household income Downtown was \$16,080, a 4% decline from 1990 after adjusting for inflation. This value is at a level that is only 34% of the 2010 Louisville Metro median income. Despite the low income relative to the rest of the Metro, the poverty rate declined among all families, from 50% in 1990 to 47% in 2010. More significantly, the poverty rate among families with children declined from 70% in 1990 to 57% in 2010 (see Figure 3.5.4). Still, these 2010 rates were more than twice as high as the overall poverty rate for Louisville.

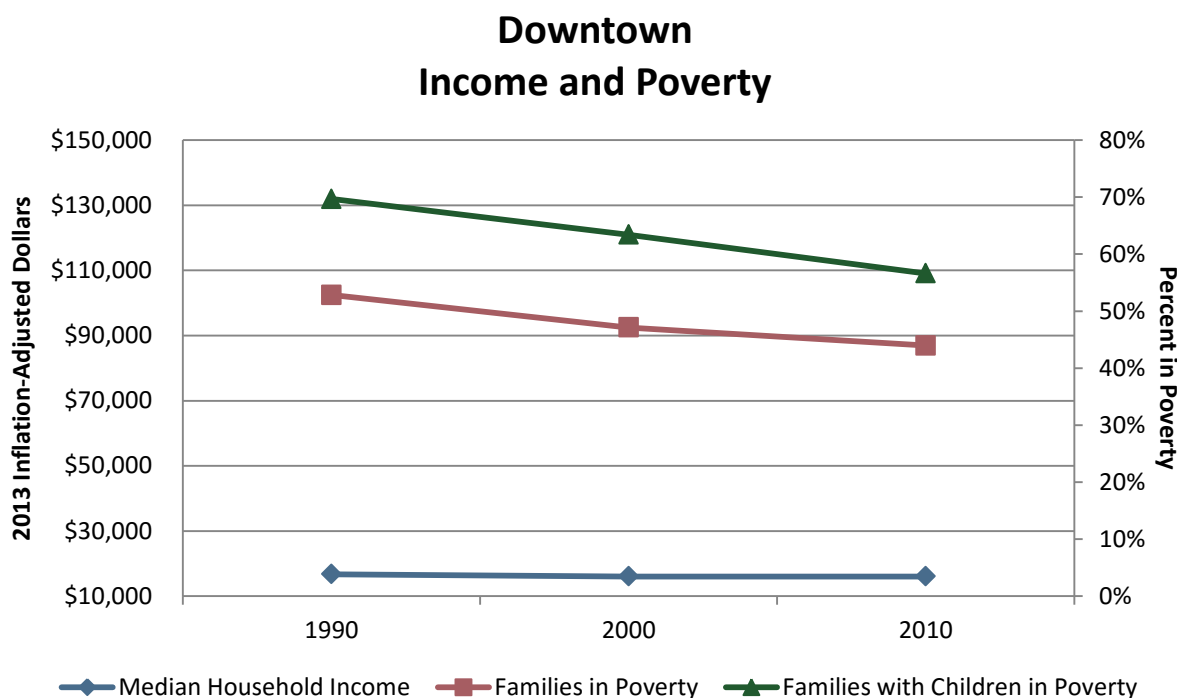


Figure 3.5.4. The Downtown market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Downtown market area with income below the poverty line and the percentage of families with children in the Downtown market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

As shown in Figure 3.5.5, the median home value downtown demonstrated an unusually large increase between 1990 and 2010, from \$41,634 to \$146,323 adjusting for inflation – an increase in twenty years of over two-and-a-half times (x 2.7) the 1990 median home value. The median contract rent also increased – though less dramatically – from \$360 in 1990 to \$419 in 2010, or an increase of 16% in real terms. In 2010, half of renters were spending 30% or more of their income for rent. Meanwhile, 29% of homeowners were experiencing a housing cost burden of over 30%.

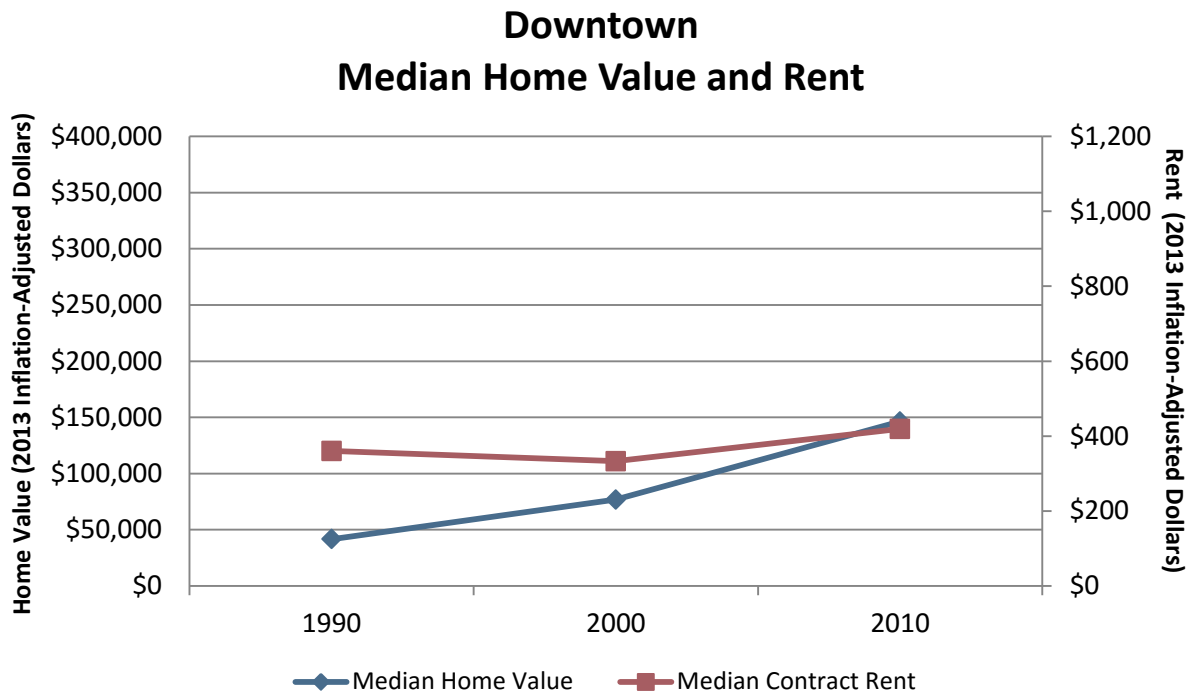


Figure 3.5.5. The median home value of owner-occupied housing units in the Downtown market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Downtown market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Of the 2010 Downtown households, 49% did not own a car. Although a smaller percentage than in 1990 when 63% did not own a car, this 2010 rate was nearly five times the overall rate for the Metro. Meanwhile, for workers residing in the Downtown market area 80% had a commute time of less than 30 minutes, about the same percentage as in 1990.

Housing Units

In 2010, the total number of housing units Downtown was 6,856 – a decrease of just 19 units since 1990. The vacancy rates in 1990 and 2010 were also practically identical, at around 16%. Of the 5,785 occupied housing units in 2010, a little over 12% were owner-occupied while about 88% were rented. This is by far the largest proportion of renter households within the Metro’s market areas. As with the total number of units, occupancy characteristics remained largely unchanged between 2010 and 1990, when just over 13% of the occupied housing units were owner-occupied.

Projections of Population and Households

The Downtown market area is projected to experience some growth, gaining an additional 1,044 persons between 2010 and 2040, an 8% increase (see Table 3.5.2). The largest numeric gains in population are expected east of I-65 and north of Broadway. The tract east of I-65 and south of Broadway is projected to lose a small number of persons. Tracts west of I-65 are expected to see smaller numeric gains in population.

Projections of Total Population, 2010 - 2040 Downtown Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 49	4,263	4,282	4,295	4,362	4,412	4,480	4,540	277	6.5%
Census Tract 50	1,653	1,679	1,703	1,749	1,789	1,841	1,890	237	14.3%
Census Tract 59	4,676	4,755	4,827	4,922	5,000	5,118	5,227	551	11.8%
Census Tract 62	2,699	2,689	2,676	2,682	2,679	2,681	2,677	-22	-0.8%
Downtown Total	13,291	13,405	13,501	13,716	13,880	14,120	14,335	1,044	7.9%

Table 3.5.2. Projections of total population in the Downtown market area by census tract and year.

The Downtown market area is projected to add an additional 1,439 households between 2010 and 2040, a 25% increase (see Table 3.5.3). Household growth actually exceeds population growth in this market area. Three of the tracts in the Downtown market area are within the top four tracts in Louisville Metro with the smallest household size. Throughout the projection period tracts in the Downtown market area continue to experience a decline in household size. Indeed, of the 21 market areas Downtown has the smallest average household size. This is indicative of a greater proportion of the population in households living in single-person households, fueling household growth in this market area.

Projections of Total Households, 2010 - 2040 Downtown Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 49	1,773	1,784	1,793	1,834	1,865	1,915	1,959	186	10.5%
Census Tract 50	896	924	950	986	1,017	1,062	1,103	207	23.1%
Census Tract 59	2,241	2,431	2,617	2,783	2,932	3,081	3,220	979	43.7%
Census Tract 62	875	884	892	911	925	935	943	68	7.8%
Downtown Total	5,785	6,023	6,252	6,515	6,739	6,994	7,224	1,439	24.9%

Table 3.5.3. Projections of households in the Downtown market area by census tract and year.

Employment

The Downtown market area includes the city's central business district and accounted for 17% of Louisville Metro's 2013 jobs, the highest concentration of jobs among market areas. Of the 79,541 full and part time jobs in the Downtown market area in 2013, the largest employment category was in the professional sector (see Figure 3.5.6), with major employers including Humana, Hilliard-Lyons, and the main branches of several banks. Complementing these large employers were a number of advanced producer services, i.e., lawyers, accountants, brokers and scientific and management professionals.

The second largest Downtown employment sector was healthcare and social assistance. Adjacent and to the east of the central business district is the Downtown medical center, the site of Norton, Jewish, Kosair Children's, and University of Louisville hospitals, as well as the health science research campus of the University of Louisville.

Downtown is the primary location for Louisville Metro's executive and legislative functions; law enforcement, judiciary, the jails and juvenile detention facilities; Kentucky state social service agencies; the federal judiciary; other local offices of the federal government, and the downtown campus of the state's community and technical college system.

Downtown is also home to the convention center; five "flagship" hotels and a number of other hotels and motels; a 13,000 seat minor league baseball stadium; and a 22,000-seat, multipurpose sports arena which opened in 2010 – the latter of which may have proven significant to the rapid expansion of hospitality and tourism employment Downtown between 2002 and 2013.

The Downtown market area gained 6,957 jobs between 2002 and 2013, an increase of 10% (see Table 3.5.4). Job growth in the professional, health care, and hospitality sectors accounted for the majority of the gains, while employment in the manufacturing and trade sectors declined during this time period.

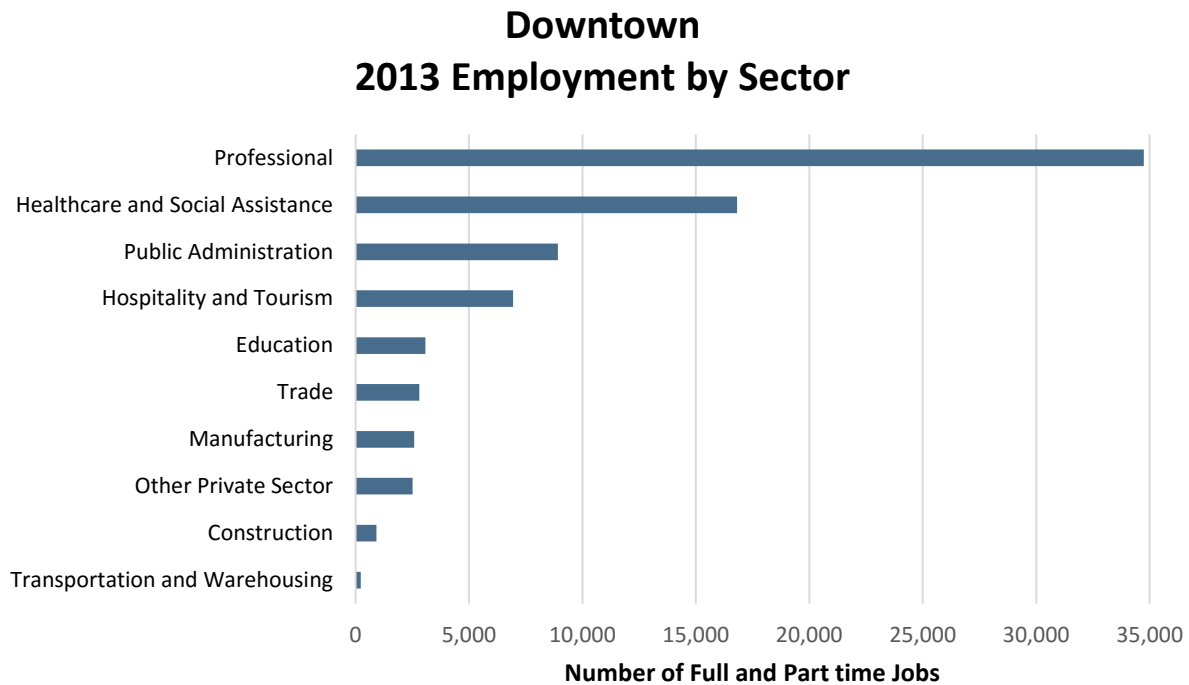


Figure 3.5.6. Full and part time employment by sector grouping in the Downtown market area in 2013. Source: U.S. Census Bureau.

Downtown Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-197	-17.6%
Manufacturing	-1,245	-32.5%
Trade	-1,231	-30.5%
Transportation and Warehousing	-339	-60.8%
Professional	4,502	14.9%
Education	814	36.1%
Health care	3,089	22.5%
Hospitality	1,959	39.3%
Other private sector	-129	-4.9%
Public sector	-266	-2.9%
Downtown Total	6,957	9.6%

Table 3.5.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Downtown market area. Source: U.S. Census Bureau.

Between 2002 and 2013, commuters traveling to work in Downtown appear to have moved farther from the city’s central core, as shown in Figure 3.5.7. In 2013, 10% fewer commuters traveled less than 10 miles to jobs Downtown than did commuters in 2002. Meanwhile, the percentage of commuters who traveled 10 to 24 miles to their work Downtown increased 6% between 2002 and 2013; and the percentage of commuters who traveled over 50 miles increased 3 percentage points, from 7% to 10%.

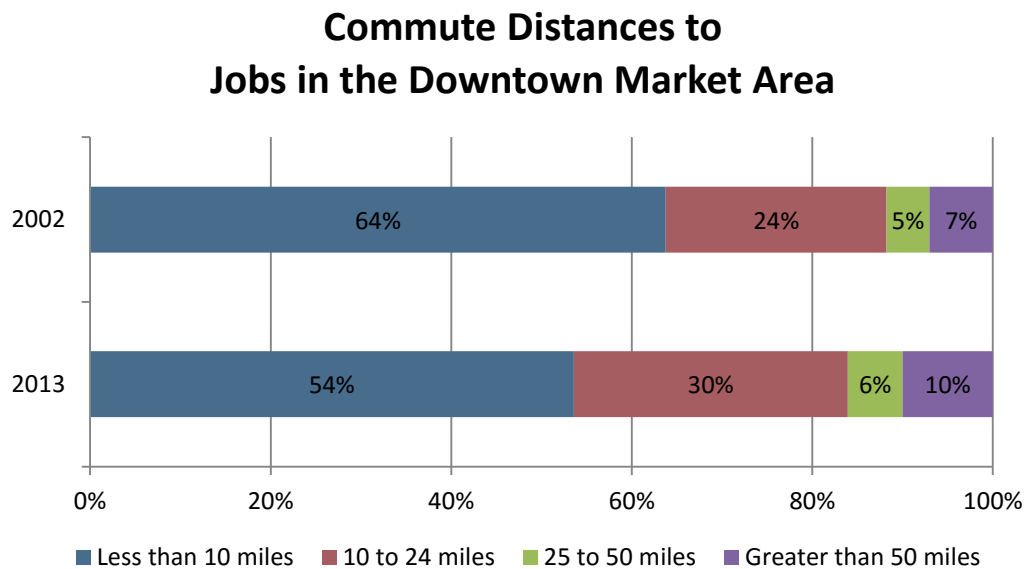


Figure 3.5.7. Commute distances workers traveled to jobs in the Downtown market area in 2002 and 2013. Source: U.S. Census Bureau.

Employment Forecast

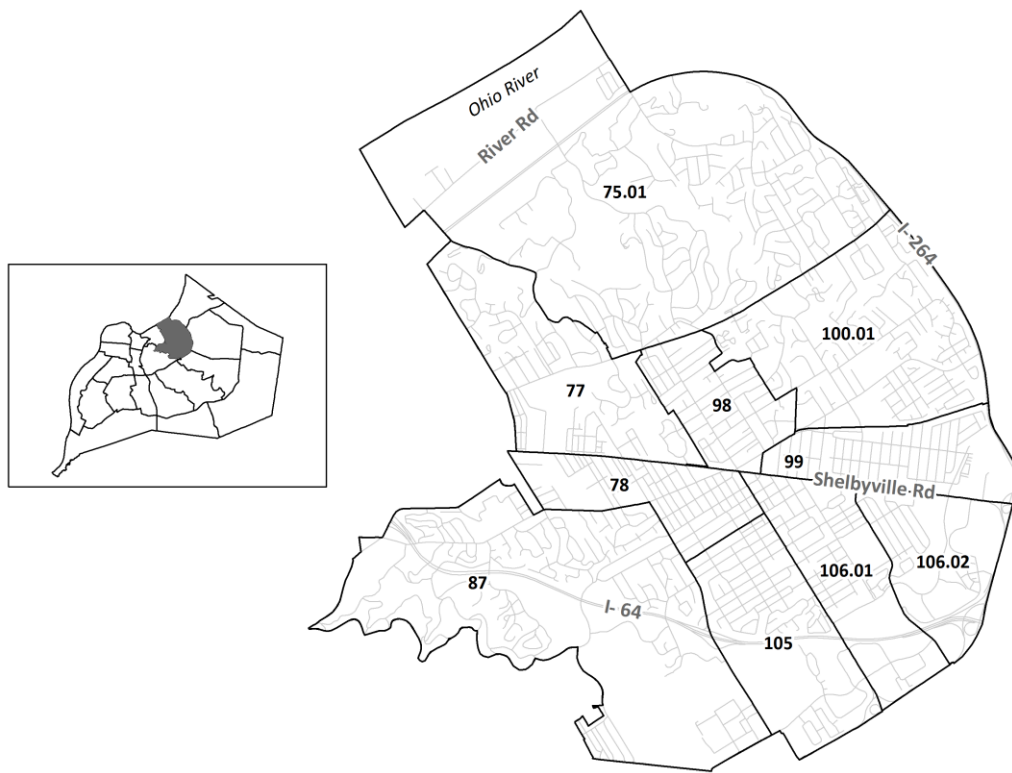
From 2015 to 2040, it is anticipated that Downtown will experience strong employment growth (see Table 3.5.5). During the period, the health care sector alone is expected to add almost 7,000 jobs, while the professional and hospitality sectors together are expected to add over 3,000 new jobs. Even though the 25-year forecast predicts continued decline in retail trade based upon historical trends, the significant predicted growth in the downtown working population and among visitors may have the effect of increasing the demand for retail and therefore change the predicted course of retail employment.

Total Employment Forecast Downtown Market Area				
2020	2025	2030	2035	2040
80,736	82,794	84,853	86,911	88,969

Table 3.5.5. Projections of total employment in the Downtown market area by year.

There is a noticeable disparity between the large employment base Downtown and the relatively low median income of the population in 2010, attributable to the pattern of core area development common to American cities during the 20th Century – where a predominantly poor and underemployed population resides within close proximity to the city’s primary employment center. Commuting trends suggest that the substantial majority of workers employed Downtown reside elsewhere, with home addresses that are becoming increasingly dispersed at greater distances from their place of employment.

East Core



People

Total population in the East Core market area was 36,092 in 2010, a slight decrease (1%) from the 1990 population. Of the total population in 2010, 98% were living in households while 2% were living in group quarters.

In the East Core market area males make up 47% of the population, while females make up 53% of the population. Gender makeup of the market area has remained consistent since 1990.

In 2010 20% of the population were aged 17 and under, 55% of the population were aged 18 to 59, 26% were 60 and older and 11% were aged 75 and older. The age distribution of the East Core market area has remained consistent since 1990. The East Core market area had the highest proportion of population age 75 and older of Metro's market areas, possibly attributable to the presence of Masonic Homes of Kentucky in the area. Figure 3.6.1 illustrates that, along with the population age 75 and older, the population age 25-34 and 50-64 comprised a significant proportion of the East Core's 2010 population.

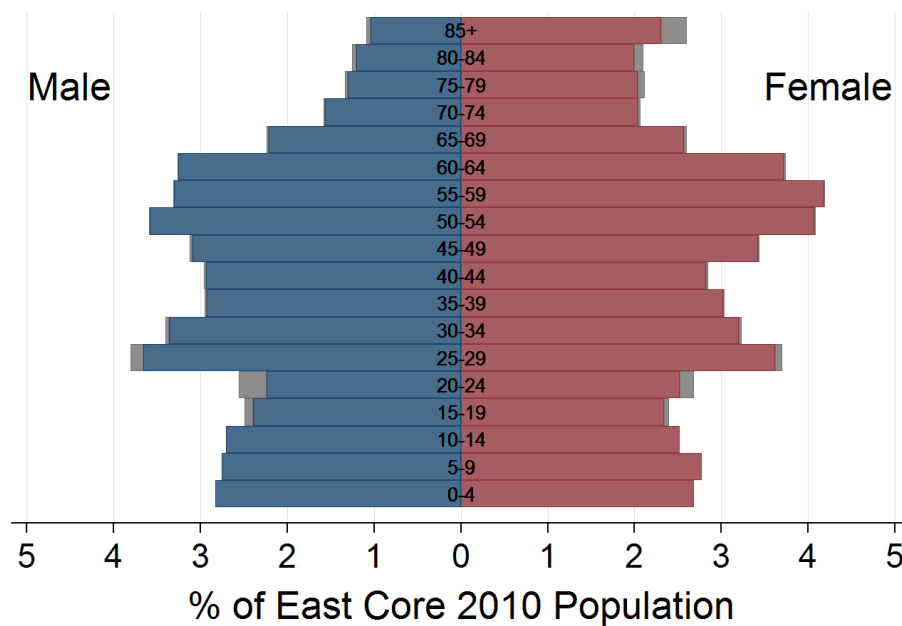


Figure 3.6.1. Population pyramid of the East Core market area. Source: U.S. Census Bureau.

Table 3.6.1 shows that while the East Core market area has become slightly more diverse over the last two decades, it is still predominately non-Hispanic White and remains less diverse than Louisville Metro generally. The increase in the foreign-born population is not reflected in the population age five and over who lack proficiency in the English language, which was at just 1% in 2010.

East Core Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	96.9%	93.9%	90.6%
Non-Hispanic Black	1.4%	2.3%	3.2%
Non-Hispanic Asian	1.0%	1.9%	2.2%
Non-Hispanic Other	0%	.9%	1.6%
Hispanic	0.6%	1.0%	2.5%
Foreign Born	2.3%	3.6%	4.4%

Table 3.6.1. Race, ethnicity, and nativity of the East Core market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

Educational attainment in the East Core market area is very high and has increased since 1990, as shown in Figure 3.6.2. In 2010, 61% of the population had a Bachelor's degree or higher, an increase from 48% in 1990, and nearly triple the rate of Louisville Metro in 2010. Those without a high school diploma have dropped from 9% of the population in 1990 to 3% in 2010, while those with a high school diploma but not a college degree fell from 43% of the population to 36%.

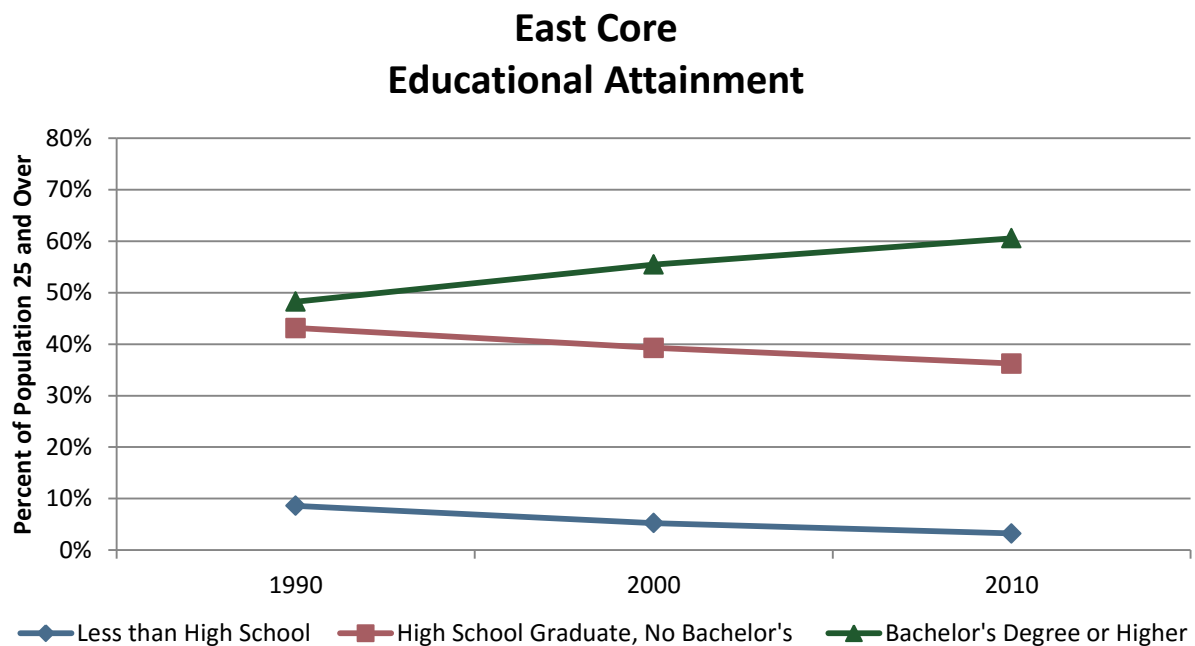


Figure 3.6.2. Percentage of the population 25 years and over in the East Core market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Following the trend of Louisville Metro, the percent of the population who have never been married has increased since 1990. In 2010, 30% of the population over the age of 15 have never been married, an increase from 22% in 1990.

Households and Families

In the East Core market area the number of households increased 4% from 16,067 in 1990 to 16,666 households in 2010. Average household size dropped from 2.21 in 1990 to 2.13 in 2010. The percentage of single person households increased between 1990 and 2010, rising from 33% in 1990 to 37% in 2010 (see Figure 3.6.3). Of the total number of 2010 households, 56% were family households, lower than the Metro average. 81% of the family households were married couples, a drop from 86% in 1990; while 14% of the family households were female-headed families, an increase from 12% in 1990.

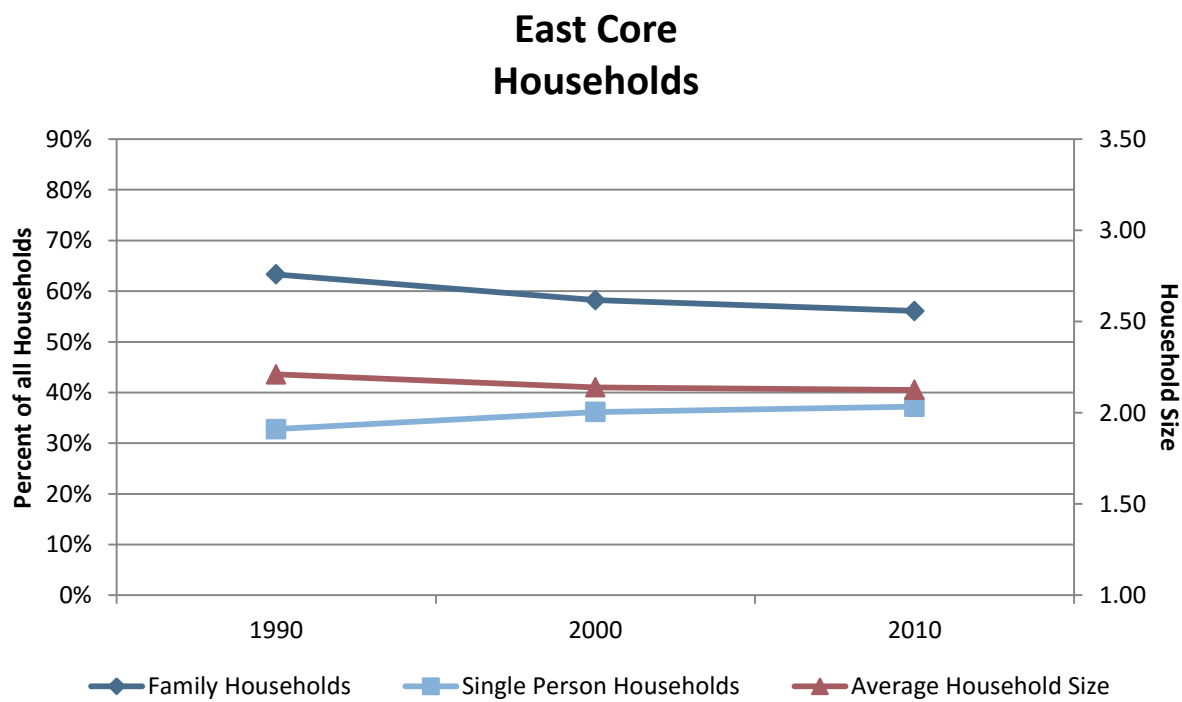


Figure 3.6.3. The percentage of all households in the East Core market area that are family households or individuals living alone by decade (left axis); average household size in the East Core market area in each decade (right axis). Source: U.S. Census Bureau.

The median household income in the East Core market area was \$74,355 in 2010, a 12% decrease from the 1990 income of \$84,135 after adjusting for inflation (see Figure 3.6.4). Even so, median household income in 2010 was higher in the area than it was for Louisville Metro as a whole. However, with the decline in median income, the East Core market area experienced increased poverty rates, although they are still lower than that of Louisville Metro. The percent

of families in poverty increased from 2% in 1990 to 6% in 2010, while the percent of families with children living in poverty rose from 4% in 1990 to 11% in 2010.

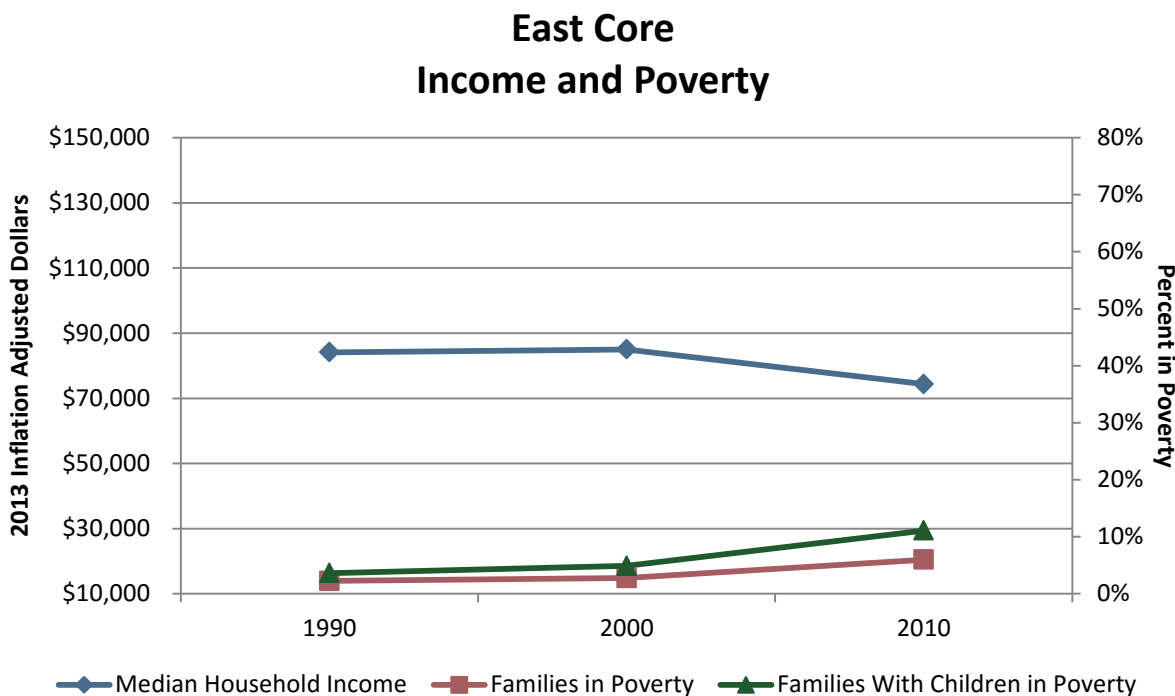


Figure 3.6.4. The East Core market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the East Core market area with income below the poverty line and the percentage of families with children in the East Core market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

Median home value and median contract rent were also higher in the East Core in 2010 than for Louisville Metro. The median home value in the area rose 42% since 1990, increasing from \$193,691 in 1990 to \$275,051 in 2010 after adjusting for inflation. Median contract rent also rose during this time period, increasing from \$690 to \$765 in real dollars (see Figure 3.6.5). In 2010, 40% of renters in the East Core market area were using 30% or more of their income on housing costs, an increase from 27% in 1990. At the same time, 21% of homeowners were spending more than 30% of their income on housing in 2010, an increase from 10% in 1990.

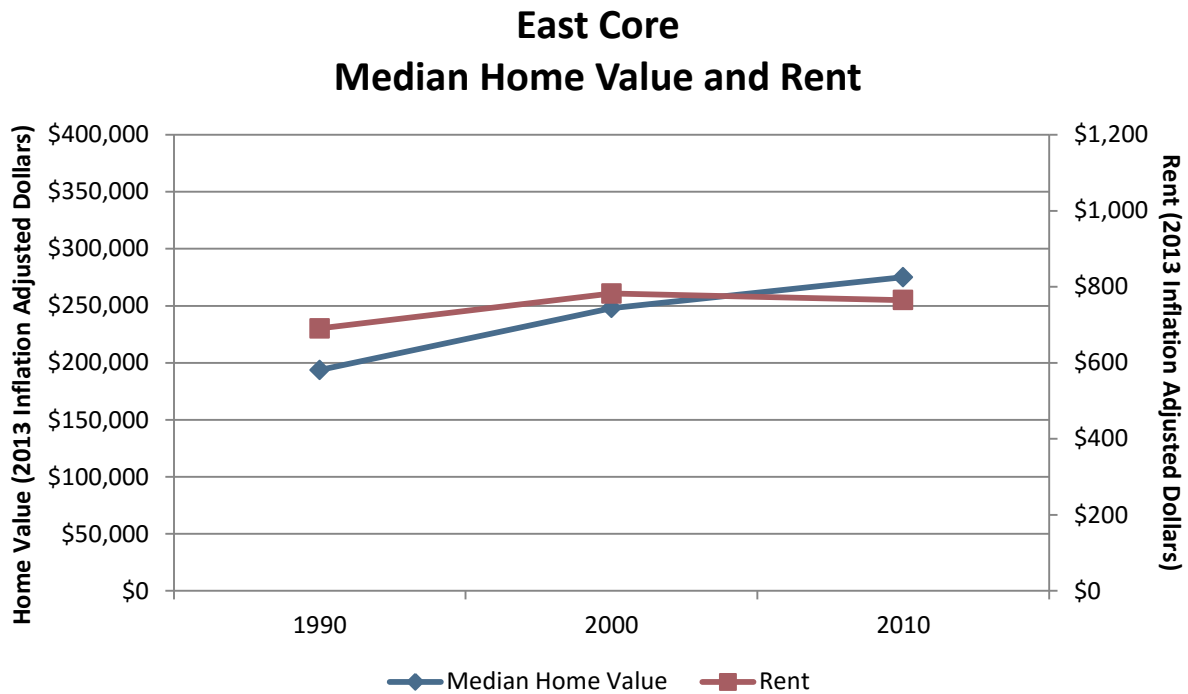


Figure 3.6.5. The median home value of owner-occupied housing units in the East Core market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the East Core market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times of workers who live in the East Core market area remained nearly identical between 1990 and 2010, with more than half of all commuters getting to work in 15-29 minutes. The percentage of households without a car remained the same between 1990 and 2010, at 5%.

Housing Units

Of the 17,768 housing units in the East Core market area in 2010, 94% were occupied and 6% were vacant. Of the occupied units, 70% were owner-occupied while 30% were renter-occupied. Occupied and vacant housing units have stayed consistent since 1990. However, the balance of homeownership and rental changed slightly from 1990 to 2010, with owner-occupancy declining 3 percentage points since 1990.

Projections of Populations and Households

The East Core market area is projected to gain an additional 5,050 persons between 2010 and 2040, a 14% increase (see Table 3.6.2). The largest numeric gains of population are expected in the east of the market area, along Shelbyville Road approaching the Watterson Expressway. Small population declines are forecast in two tracts, one in the Indian Hills area (tract 75.01) and the other in the Seneca Park area (tract 87). In tract 75.01 the population loss is attributable to declining household size, rather than household loss.

Projections of Total Population, 2010 - 2040 East Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 75.01	5,191	5,216	5,234	5,230	5,208	5,182	5,148	-43	-0.8%
Census Tract 77	3,294	3,282	3,266	3,305	3,333	3,374	3,410	116	3.5%
Census Tract 78	3,105	3,135	3,161	3,247	3,322	3,409	3,491	386	12.4%
Census Tract 87	3,945	3,918	3,885	3,902	3,904	3,926	3,941	-4	-0.1%
Census Tract 98	2,673	2,679	2,681	2,729	2,766	2,801	2,830	157	5.9%
Census Tract 99	2,822	2,920	3,014	3,186	3,346	3,558	3,764	942	33.4%
Census Tract 100.01	4,553	4,596	4,632	4,726	4,802	4,910	5,009	456	10.0%
Census Tract 105	3,796	3,843	3,885	4,015	4,130	4,284	4,430	634	16.7%
Census Tract 106.01	3,078	3,143	3,204	3,350	3,483	3,660	3,831	753	24.5%
Census Tract 106.02	3,635	3,790	3,939	4,235	4,516	4,906	5,288	1,653	45.5%
East Core Total	36,092	36,523	36,902	37,925	38,810	40,011	41,142	5,050	14.0%

Table 3.6.2. Projections of total population in the East Core market area by census tract and year.

The East Core market area is projected to add an additional 3,101 households between 2010 and 2040, a 19% increase (see Table 3.6.3). Most of the numeric gains in households will be in the eastern portion of the market area. However smaller household sizes on the west side of the market area will also contribute to net household growth, as the presence of single-person households continues to increase.

Projections of Total Households, 2010 - 2040 East Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 75.01	2,076	2,115	2,151	2,158	2,152	2,126	2,093	17	0.8%
Census Tract 77	1,458	1,502	1,543	1,596	1,639	1,675	1,704	246	16.9%
Census Tract 78	1,536	1,556	1,573	1,626	1,670	1,711	1,747	211	13.7%
Census Tract 87	1,514	1,503	1,490	1,487	1,474	1,471	1,462	-52	-3.4%
Census Tract 98	1,334	1,364	1,392	1,441	1,482	1,516	1,545	211	15.8%
Census Tract 99	1,404	1,443	1,480	1,558	1,627	1,713	1,793	389	27.7%
Census Tract 100.01	2,075	2,159	2,240	2,330	2,406	2,485	2,554	479	23.1%
Census Tract 105	1,739	1,756	1,770	1,827	1,873	1,933	1,986	247	14.2%
Census Tract 106.01	1,591	1,659	1,724	1,840	1,945	2,062	2,172	581	36.5%
Census Tract 106.02	1,939	2,004	2,067	2,201	2,321	2,520	2,711	772	39.8%
East Core Total	16,666	17,060	17,430	18,065	18,590	19,212	19,767	3,101	18.6%

Table 3.6.3. Projections of households in the East Core market area by census tract and year.

Employment

The total number of full and part time jobs in the East Core market area in 2013 was 29,204, 6% of total jobs in Louisville Metro. In 2013, the largest employment sector in the East Core market area was the healthcare and social assistance sector (see Figure 3.6.6), reflecting the presence of the major healthcare node located around the intersection of I-264 and Browns Lane. Major employers in the healthcare sector include Baptist Hospital East, Masonic Homes of Kentucky, Baptist Health and Jewish Hospital Medical Center. The trade, professional, and hospitality sectors were also large industries in the East Core, owing to Mall St. Matthews and adjacent retail centers clustered near the intersection of Shelbyville Road and I-264.

Between 2002 and 2013 the East Core market area gained 528 jobs, a modest 2% increase (see Table 3.6.4). While there were sizeable job gains in the health care sector as well as smaller gains in the hospitality and public sectors, this growth was largely offset by job loss in the professional, trade, other private, education, and construction sectors.

East Core 2013 Employment by Sector

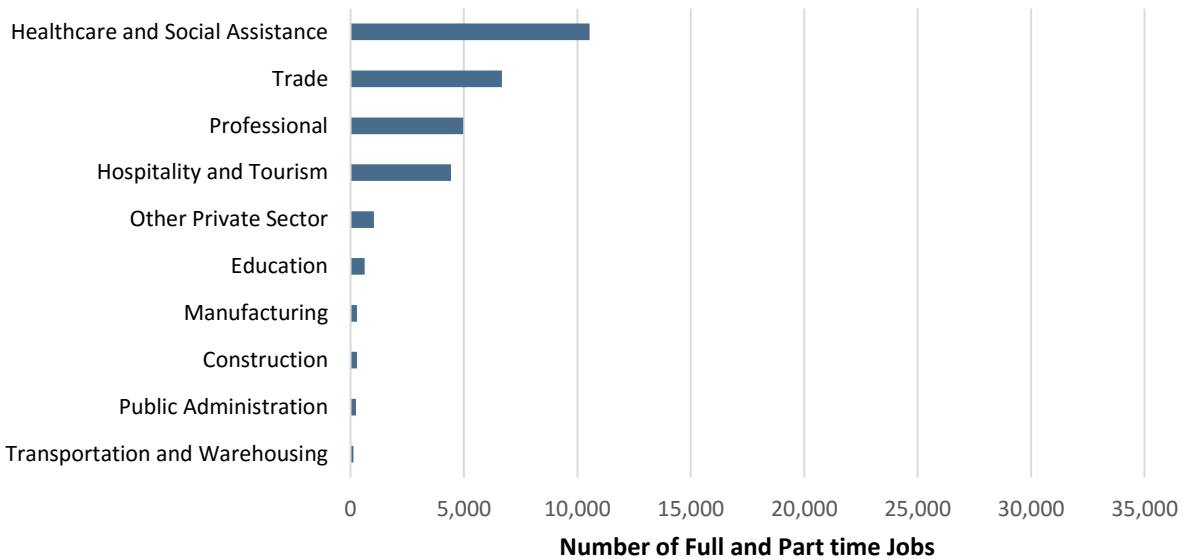


Figure 3.6.6. Full and part time employment by sector grouping in the East Core market area in 2013. Source: U.S. Census Bureau.

East Core Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-110	-28.1%
Manufacturing	-59	-17.0%
Trade	-291	-4.2%
Transportation and Warehousing	-90	-41.1%
Professional	-819	-14.1%
Education	-156	-20.2%
Health care	1,632	18.3%
Hospitality	575	14.9%
Other private sector	-262	-20.2%
Public sector	108	78.3%
East Core Total	528	1.8%

Table 3.6.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the East Core market area. Source: U.S. Census Bureau.

Commute distances to jobs in the East Core market area increased between 2002 and 2013, as shown in Figure 3.6.7. The percentage of commuters traveling less than 10 miles to the East Core for work declined by 6 percentage points over the 11 years. Meanwhile commuters traveling over 50 miles increased by 3 percentage points, to 15% of workers in 2013.

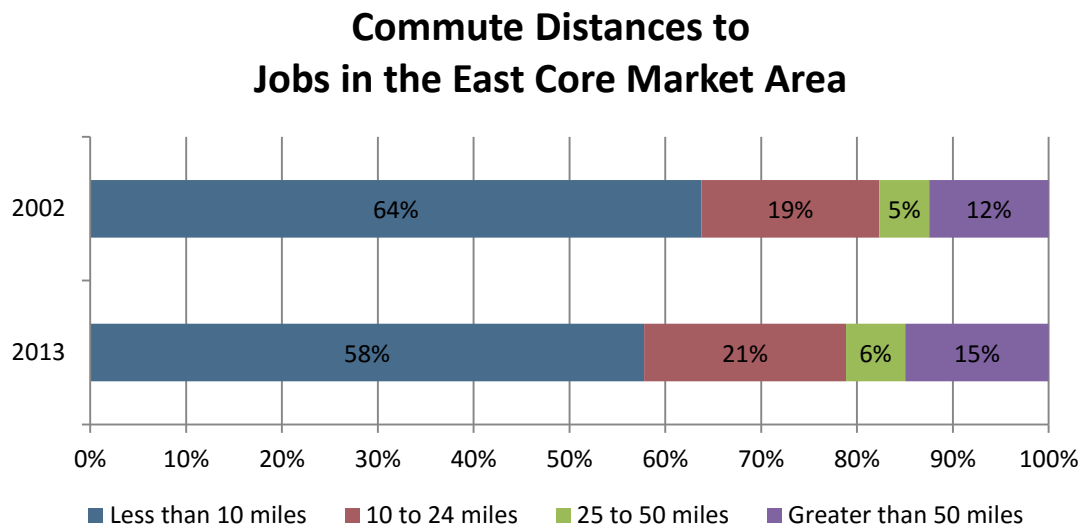


Figure 3.6.7. Commute distances workers traveled to jobs in the East Core market area in 2002 and 2013. Source: U.S. Census Bureau.

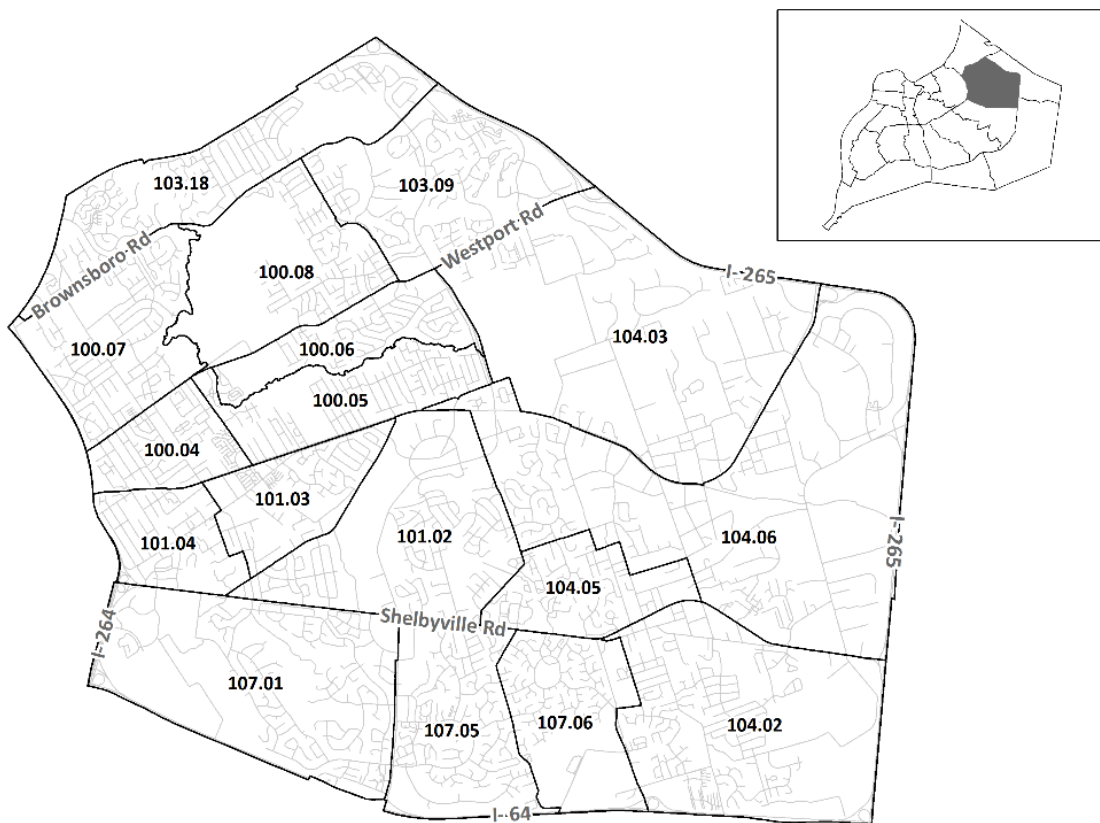
Employment Forecast

Consistent with recent trends, total employment in the East Core market will neither grow nor decline between 2020 and 2040 (see Table 3.6.5). Modest gains in the public sector will be offset by modest losses in the professional and education sectors. Gains in hospitality will be offset by losses in trade. Only health care and social assistance is expected to show substantial growth over the forecast period (about 3,000 employees), reflecting the significant presence of the area's major healthcare node as well as the projected growth of this sector generally.

Total Employment Forecast East Core Market Area				
2020	2025	2030	2035	2040
29,217	29,365	29,513	29,661	29,809

Table 3.6.5. Projections of total employment in the East Core market area by year.

East Metro



People

Total population in the East Metro market area was 76,833 in 2010, an 18% increase from 63,240 in 1990. Of the 2010 total, 98% were living in households while the remaining 2% were living in group quarters. In 2010, this market area had the 2nd largest population of the 21 market areas in the county.

In 2010 males made up 47% of the population in the East Metro market area, while females made up 53%. Gender makeup has remained consistent in the market area since 1990.

In the East Metro market area in 2010, 21% of the population were aged 17 or younger, and 54% were aged 18 to 59. In 2010, 25% of the East Metro population were over the age of 60 (up from 16% in 1990), and 10% were over the age of 75 (up from 5% in 1990). The proportions of these two groups saw the most change over the decades; and, accordingly, these two older age groups made up a greater percentage of the population in the East Metro in 2010 than they

did for Louisville Metro overall. As shown in Figure 3.7.1, the population age 45 and above comprised a significant proportion of the 2010 population.

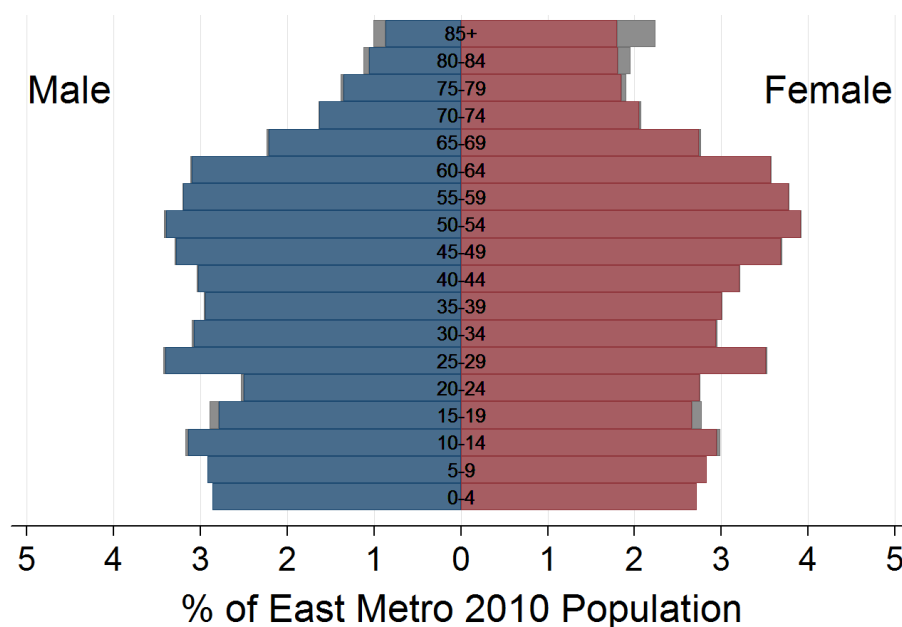


Figure 3.7.1. Population pyramid of the East Metro market area. Source: U.S. Census Bureau.

Table 3.7.1 illustrates that the East Metro market area is becoming more diverse, with the percentage of the population identifying as Non-Hispanic White in decline and every other group increasing since 1990. However, the East Metro market area is still less diverse than Louisville Metro overall. The largest increase of minority groups was in the foreign-born population. With the increase in foreign-born population, the percent of the population age five and over who have trouble speaking English also increased (although almost imperceptibly), from 0% in 1990 to 1% in 2010.

East Metro Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	92.9%	88%	82.6%
Non-Hispanic Black	4.5%	6.2%	7.5%
Non-Hispanic Asian	1.4%	2.6%	4%
Non-Hispanic Other	0%	1.3%	2%
Hispanic	1%	1.9%	4%
Foreign Born	2.7%	5%	7.5%

Table 3.7.1. Race, ethnicity, and nativity of the East Metro market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

Educational attainment in the East Metro market area is higher than that of Louisville Metro and has grown since 1990. The percent of the population without a high school diploma fell from 9% in 1990 to 4% in 2010, while the percent of the population with a Bachelor's degree or higher increased from 42% in 1990 to 52% in 2010. The percent of the population in the market area with a high school diploma but no Bachelor's degree dropped slightly from 49% in 1990 to 45% in 2010 (see Figure 3.7.2).

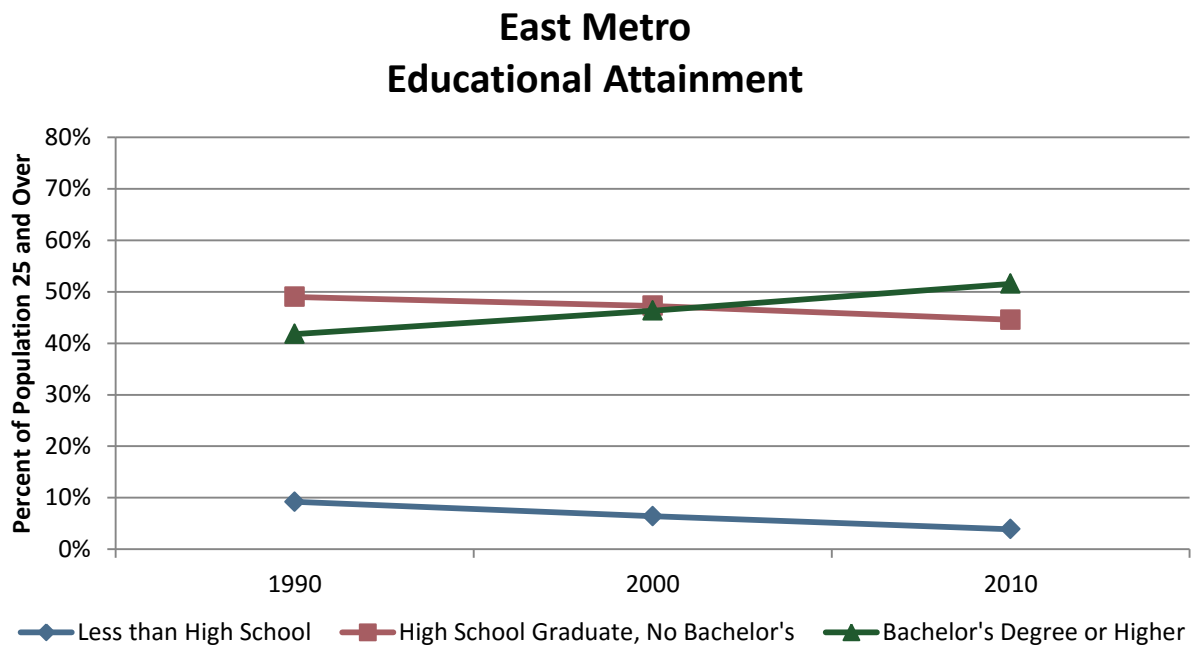


Figure 3.7.2. Percentage of the population 25 years and over in the East Metro market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Following the trend in Louisville Metro, the percentage of the population who has never been married has increased since 1990. In 2010, 26% of the population age 15 and over had never been married, an increase from 22% in 1990.

Households and Families

In 2010, there were 33,790 households in the East Metro market area, a 35% increase from the 25,127 households in 1990. Of the total 2010 households, 61% were family households (a decrease from 71% in 1990) and 33% were single-person households (an increase from 25% in 1990). Average household size decreased in the market area over the time from 2.47 in 1990 to 2.24 in 2010 (see Figure 3.7.3).

Of the 20,524 family households in East Metro in 2010, 80% were married couples, a decrease from 87% in 1990. 15% of the family households were female-headed families, an increase from 11% in 1990. Average family size declined from 2.99 in 1990 to 2.88 in 2010.

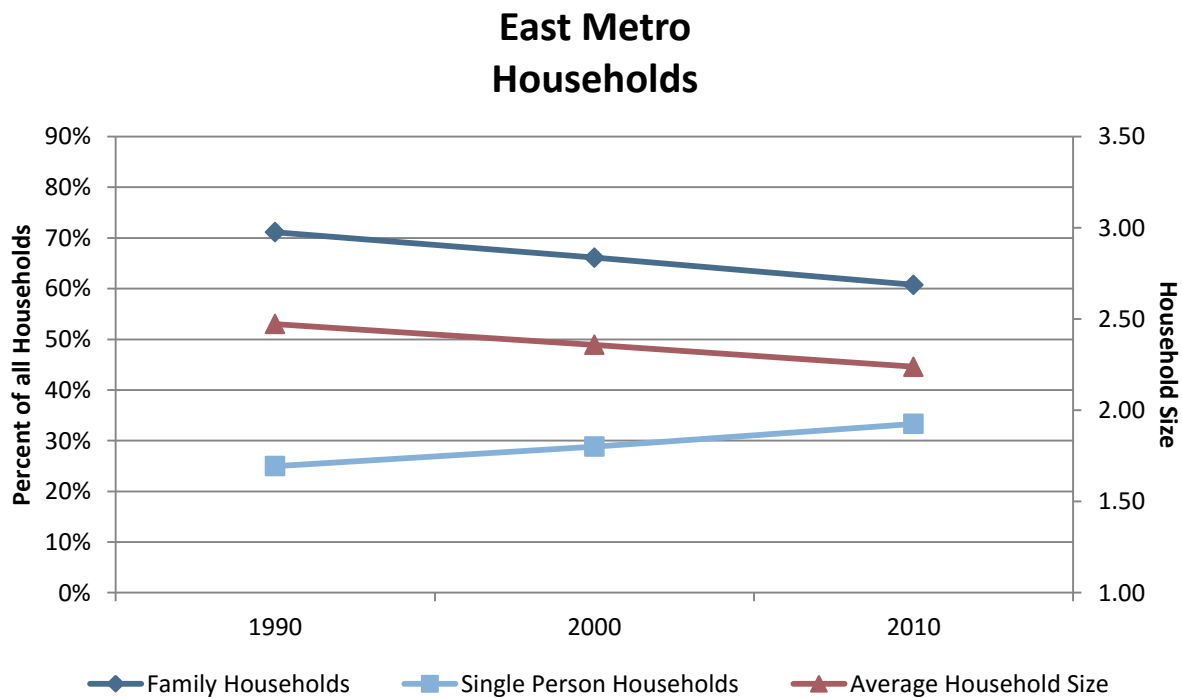


Figure 3.7.3. The percentage of all households in the East Metro market area that are family households or individuals living alone by decade (left axis); average household size in the East Metro market area in each decade (right axis). Source: U.S. Census Bureau.

Median household income in the East Metro market area dropped 27% between 1990 and 2010, from \$86,335 to \$67,788 after adjusting for inflation. Despite this decline, 2010 median income in East Metro was higher than Louisville Metro overall. Poverty rates in East Metro – which have been consistently lower than for Louisville Metro generally – increased between 1990 and 2010. Families living in poverty increased from 2% of all families in 1990 to 4% in 2010, while families with children living in poverty increased from 4% in 1990 to 7% in 2010 (see Figure 3.7.4).

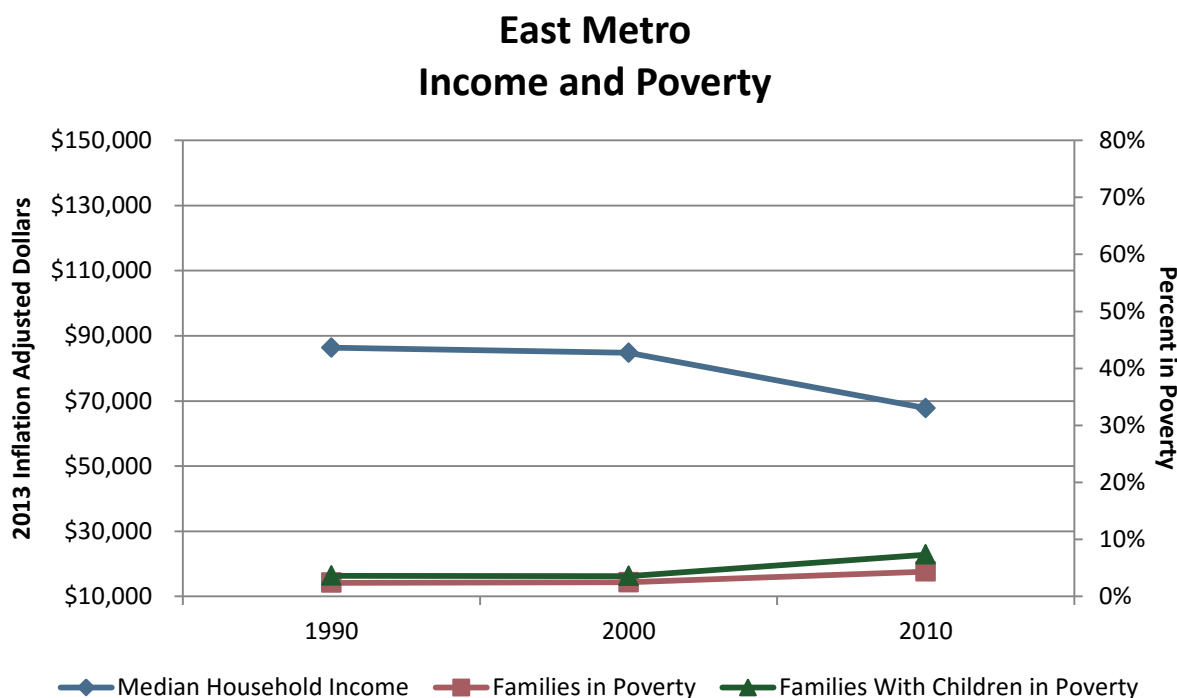


Figure 3.7.4. The East Metro market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the East Metro market area with income below the poverty line and the percentage of families with children in the East Metro market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

Median home value in the East Metro market area increased 15% between 1990 and 2010 from \$196,727 to \$226,589 after adjusting for inflation. Median contract rent also increased, rising 7% from \$753 in 1990 to \$802 in 2010 after adjusting for inflation (see Figure 3.7.5). 41% of renters in the East Metro market area used 30% or more of their income on housing costs in 2010, an increase from 26% in 1990. Meanwhile 20% of homeowners used 30% or more of their income on housing costs, an increase from 12% in 1990.

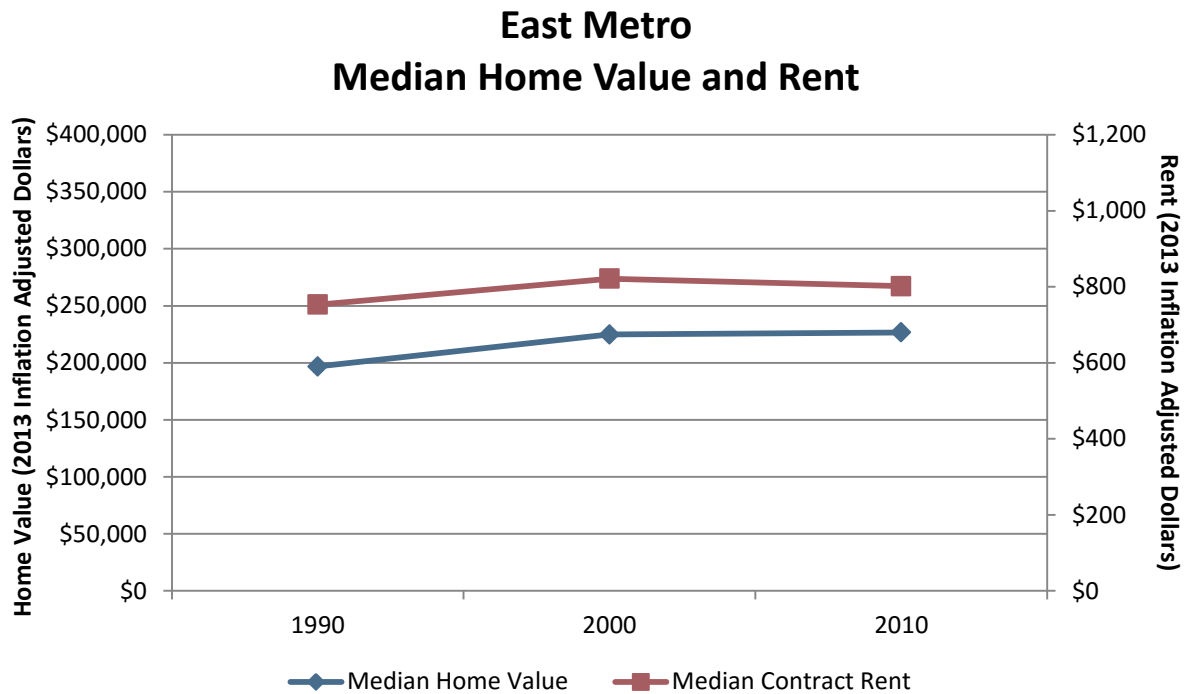


Figure 3.7.5. The median home value of owner-occupied housing units in the East Metro market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the East Metro market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times for workers who live in the East Metro market area remained nearly identical between 1990 and 2010, with half of all commuters getting to work in 15-29 minutes. The percentage of households without a car remained stable between 1990 and 2010 remaining at 5% of households.

Housing Units

Housing units in the East Metro market area increased by 33% between 1990 and 2010 – a greater percentage growth than population change for the area over the same time period. Of the 35,887 housing units in the East Metro market area in 2010, 94% were occupied and 6% were vacant. Of the occupied housing units, 70% were owner occupied while 30% were renter occupied. Occupied and vacant housing units have stayed consistent since 1990.

Projections of Population and Households

The East Metro market area is projected to gain an additional 18,773 persons between 2010 and 2040, a 24% increase in population (see Table 3.7.2). Of the 21 market areas, the East Metro is projected to experience the largest numeric growth in population. The largest numeric and percentage gains within the East Metro market area will be in tracts that abut the Gene Snyder Freeway in the Middletown area. Other large gainers will be in the Hurstbourne area and tracts north of Westport Road.

Projections of Total Population, 2010 - 2040 East Metro Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 100.04	4,607	4,695	4,777	4,907	5,019	5,117	5,205	598	13.0%
Census Tract 100.05	4,405	4,472	4,533	4,646	4,742	4,849	4,948	543	12.3%
Census Tract 100.06	3,692	3,824	3,950	4,033	4,102	4,163	4,217	525	14.2%
Census Tract 100.07	4,121	4,213	4,300	4,440	4,564	4,685	4,798	677	16.4%
Census Tract 100.08	3,898	4,096	4,289	4,581	4,856	5,151	5,436	1,538	39.5%
Census Tract 101.02	4,078	4,207	4,331	4,421	4,495	4,561	4,618	540	13.2%
Census Tract 101.03	3,834	3,946	4,052	4,193	4,320	4,423	4,518	684	17.8%
Census Tract 101.04	2,867	2,971	3,071	3,151	3,218	3,268	3,312	445	15.5%
Census Tract 103.09	4,756	5,035	5,308	5,440	5,552	5,647	5,732	976	20.5%
Census Tract 103.18	5,691	5,877	6,055	6,184	6,291	6,384	6,465	774	13.6%
Census Tract 104.02	6,253	6,924	7,585	8,472	9,328	9,860	10,373	4,120	65.9%
Census Tract 104.03	3,828	4,011	4,189	4,358	4,512	4,607	4,694	866	22.6%
Census Tract 104.05	4,274	4,396	4,511	4,681	4,833	4,916	4,990	716	16.7%
Census Tract 104.06	5,958	6,561	7,155	7,643	8,104	8,305	8,491	2,533	42.5%
Census Tract 107.01	4,977	5,182	5,380	5,722	6,044	6,507	6,958	1,981	39.8%
Census Tract 107.05	6,283	6,436	6,579	6,712	6,819	6,914	6,995	712	11.3%
Census Tract 107.06	3,311	3,446	3,576	3,666	3,743	3,802	3,855	544	16.4%
East Metro Total	76,833	80,293	83,640	87,250	90,543	93,158	95,606	18,773	24.4%

Table 3.7.2. Projections of total population in the East Metro market area by census tract and year.

The East Metro market area is projected to add an additional 11,260 households between 2010 and 2040, a 33% increase (see Table 3.7.3). As with population gain, the East Metro is projected to gain the largest number of households of the 21 Metro market areas. The same tracts in the Middletown area along Shelbyville Rd, approaching the Gene Snyder Freeway that are expected to see the largest population gains are also expected to experience the largest household gains. All tracts in the East Metro are projected to add additional households; however the smallest numeric gains will be in areas that are already predominantly developed.

Projections of Total Households, 2010 - 2040 East Metro Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 100.04	2,186	2,253	2,317	2,407	2,482	2,556	2,621	435	19.9%
Census Tract 100.05	1,750	1,794	1,835	1,883	1,919	1,952	1,978	228	13.0%
Census Tract 100.06	1,627	1,681	1,733	1,766	1,788	1,814	1,834	207	12.7%
Census Tract 100.07	1,630	1,719	1,806	1,888	1,960	2,015	2,064	434	26.6%
Census Tract 100.08	1,681	1,808	1,933	2,096	2,246	2,392	2,530	849	50.5%
Census Tract 101.02	1,686	1,792	1,895	1,966	2,025	2,053	2,074	388	23.0%
Census Tract 101.03	1,925	1,991	2,053	2,138	2,209	2,261	2,305	380	19.7%
Census Tract 101.04	1,485	1,529	1,570	1,610	1,639	1,664	1,682	197	13.3%
Census Tract 103.09	1,878	2,110	2,338	2,509	2,665	2,812	2,949	1,071	57.0%
Census Tract 103.18	2,552	2,718	2,879	2,983	3,070	3,168	3,255	703	27.5%
Census Tract 104.02	2,733	3,179	3,620	4,184	4,722	5,140	5,541	2,808	102.7%
Census Tract 104.03	1,621	1,746	1,869	1,949	2,016	2,036	2,049	428	26.4%
Census Tract 104.05	2,089	2,238	2,384	2,565	2,730	2,876	3,013	924	44.2%
Census Tract 104.06	2,287	2,564	2,837	3,059	3,263	3,301	3,327	1,040	45.5%
Census Tract 107.01	2,358	2,413	2,465	2,558	2,636	2,805	2,965	607	25.7%
Census Tract 107.05	2,876	2,964	3,049	3,117	3,166	3,203	3,229	353	12.3%
Census Tract 107.06	1,426	1,494	1,560	1,594	1,617	1,628	1,634	208	14.6%
East Metro Total	33,790	35,993	38,145	40,272	42,154	43,677	45,050	11,260	33.3%

Table 3.7.3. Projections of households in the East Metro market area by census tract and year.

Employment

Just as the East Metro market area enjoyed a significant increase in population and housing over the past twenty years, so has the area seen robust growth in employment, owing in part to the proliferation of office buildings and business parks along the Hurstbourne Parkway corridor.

In 2013, full and part time jobs in the East Metro accounted for 13% of jobs in Louisville Metro, the second highest concentration of jobs among all Metro market areas (after Downtown). The 61,259 jobs in East Metro in 2013 were dominated by employment in the professional sector, as shown in Figure 3.7.6. Major employers include Intel and Anthem Blue Cross Blue Shield. The trade sector is also important to the area, attributable in part to the Oxmoor Center, a regional mall on the western boundary of the area; as well as to shopping centers and retail outlets lining the Hurstbourne Parkway corridor.

Between 2002 and 2013 the East Metro market area gained 8,231 jobs, a 16% increase (see Table 3.7.4). The professional sector led the job gains by far, followed by growth in the hospitality, health care, and trade sectors. At the same time, considerable job loss occurred in

the transportation and warehousing sector, as well as smaller losses in the manufacturing, other private, and construction sectors.

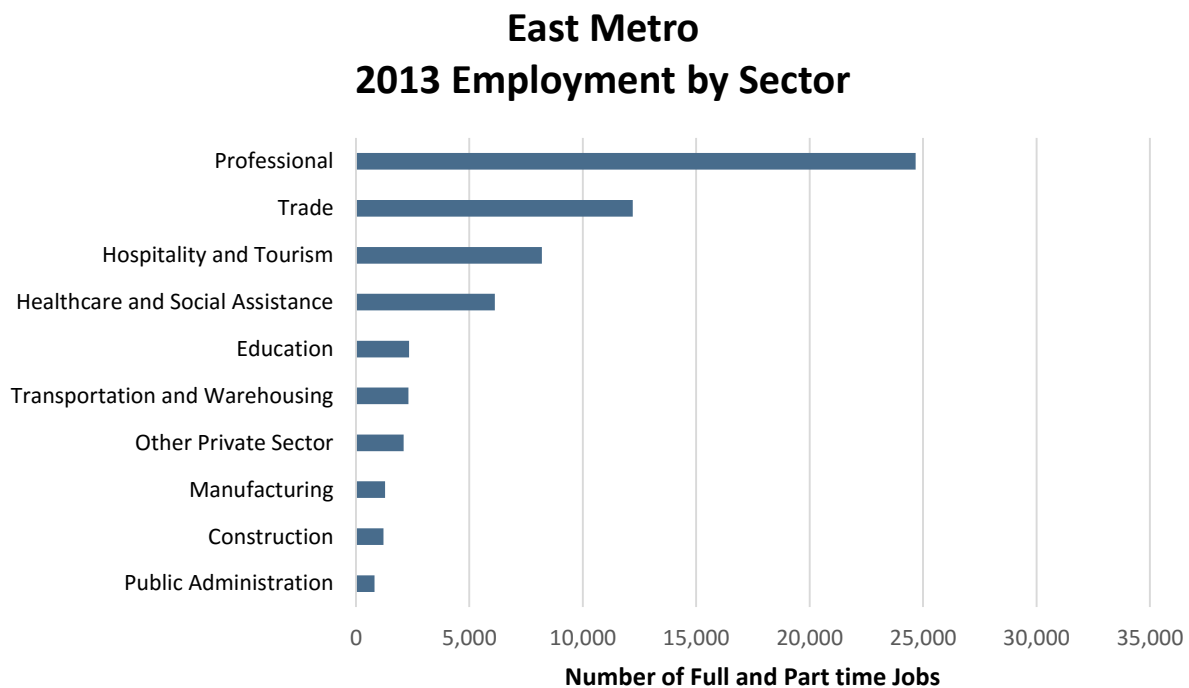


Figure 3.7.6. Full and part time employment by sector grouping in the East Metro market area in 2013. Source: U.S. Census Bureau.

East Metro Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-330	-21.4%
Manufacturing	-486	-27.5%
Trade	959	8.5%
Transportation and Warehousing	-2,541	-52.4%
Professional	6,358	34.7%
Education	239	11.4%
Health care	1,343	28.1%
Hospitality	2,692	48.9%
Other private sector	-341	-14.0%
Public sector	338	70.4%
East Metro Total	8,231	15.5%

Table 3.7.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the East Metro market area. Source: U.S. Census Bureau.

Commute distances to jobs in the East Metro grew somewhat between 2002 and 2013, as shown in Figure 3.7.7. There was a 5% decrease in the percentage of workers commuting less than 10 miles to jobs in the area, while the percentage of workers commuting over 50 miles increased by 2%.

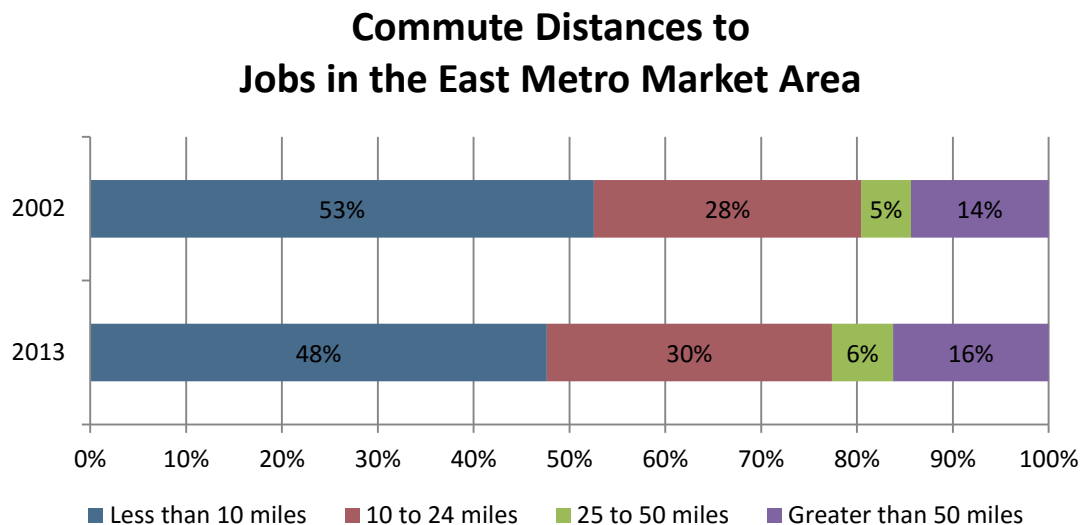


Figure 3.7.7. Commute distances workers traveled to jobs in the East Metro market area in 2002 and 2013. Source: U.S. Census Bureau.

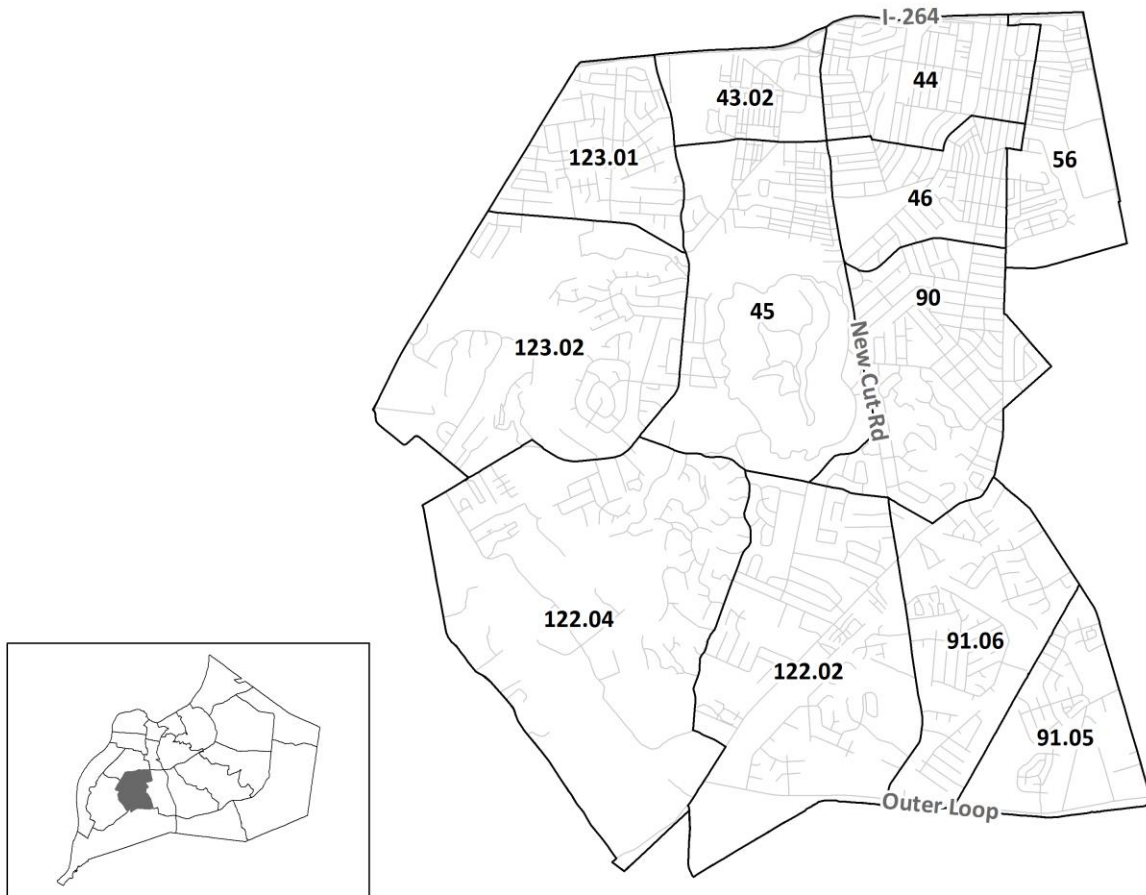
Employment Forecast

The East Metro market area is expected to experience substantial growth over the forecast period (see Table 3.7.5), led almost entirely by gains in the professional sector. Hospitality is expected to add nearly 4,000 jobs over the period and health care and social assistance a little over 2,000. Gains in the trade sector will be more modest (1,400 jobs) but steady growth in the sector is predicted over the forecast period.

Total Employment Forecast East Metro Market Area				
2020	2025	2030	2035	2040
64,667	67,588	70,510	73,431	76,352

Table 3.7.5. Projections of total employment in the East Metro market area by year.

Iroquois Park



People

In 2010, the Iroquois Park market area's population was 51,891, an increase of 8% from the total population of 1990. Of the 2010 total, 99% lived in households.

The Iroquois Park area's gender makeup became more balanced between 1990 and 2010. Women made up 53% of the total population in 1990 and fell to 51% in 2010.

The Iroquois Park area's age distribution has remained relatively stable since 1990. The population under the age of 18 and the population 75 and over saw minor increases between 1990 and 2010. The adult population between 18 and 59 increased 2 percentage points to represent 58% of the total population in 2010. In contrast, the population age 60 and up decreased from 20% of the total population to 18%. As shown in Figure 3.8.1, the population

age 20-29 and 45-54 were well-represented in the 2010 age distribution, with each group comprising 15% of the Iroquois Park's 2010 population.

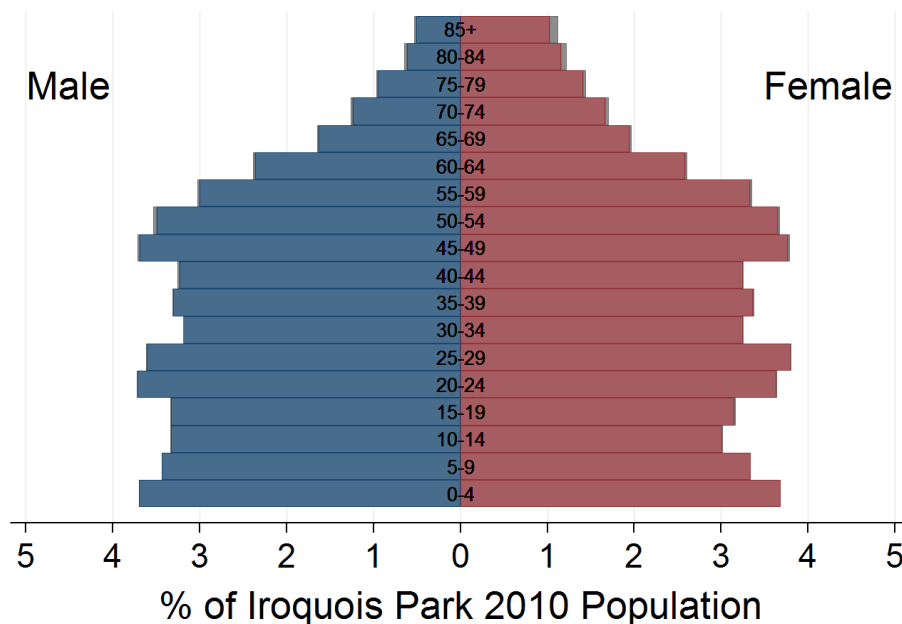


Figure 3.8.1. Population pyramid of the Iroquois Park market area. Source: U.S. Census Bureau.

Since 1990, the Iroquois Park market area has become significantly more diverse, as illustrated in Table 3.8.1. The non-Hispanic White population saw a large decrease between 1990 and 2010, from 90% of the total population in 1990 down to 68% in 2010. At the same time, all other racial and ethnic groups greatly increased their representation in the total population, the largest of which was growth in the Hispanic population from less than 1% of the total population in 1990 to 8% in 2010. The foreign born population also saw a dramatic increase, growing from 1.6% of the area's population in 1990 to 16% in 2010. As of 2010, the Iroquois Park market area had the largest presence of foreign-born individuals of Metro's 21 market areas, with 17% of Louisville Metro's foreign-born population residing in the area at that time.

The significant increase in the number of foreign born individuals coincided with a large increase in limited English proficiency. In 1990, 1% of the population aged five and older did not speak English well, a figure that rose to 7% in 2010.

Iroquois Park Race, Ethnicity, and Nativity			
	1990	2000	2010
Non-Hispanic White	90.0%	80.7%	68.0%
Non-Hispanic Black	7.8%	10.4%	15.9%
Non-Hispanic Asian	1.4%	3.6%	5.0%
Non-Hispanic Other	0.2%	2.4%	2.7%
Hispanic	0.6%	3.0%	8.4%
Foreign-Born	1.6%	6.5%	16.0%

Table 3.8.1. Race, ethnicity, and nativity of the Iroquois Park market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

The Iroquois Park area improved in educational attainment between 1990 and 2010, as shown in Figure 3.8.2. Both the percentage of adults who had attained a high school diploma and adults who had earned a Bachelor's degree or better increased by around 5 percentage points. At the same time, the adult population who had not earned a high school diploma fell from 30% in 1990 to 18% in 2010.

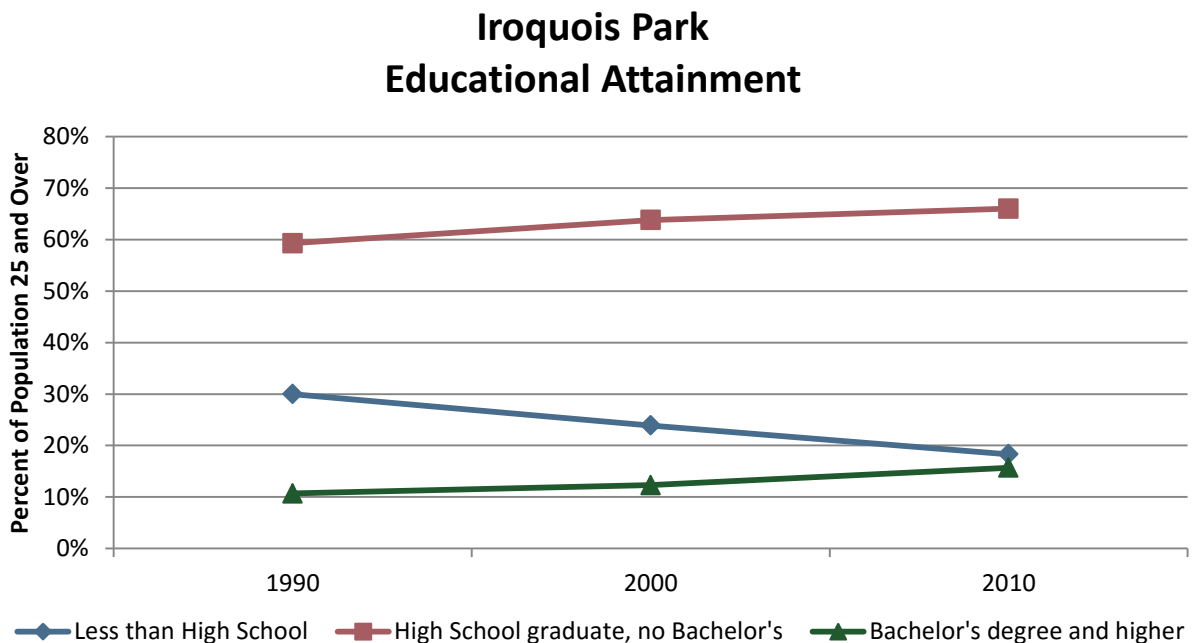


Figure 3.8.2. Percentage of the population 25 years and over in the Iroquois Park market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The population who are age 15 and over who have never been married has increased in the Iroquois Park market area, growing from 24% in 1990 to 32% in 2010.

Households and Families

In 2010, there were 21,031 households in the Iroquois Park market area, an increase of 8% from 1990. Of total households in 2010, 63% were family households, a decrease of 6 percentage points since 1990 (see Figure 3.8.3). Single person households increased from 27% of all households in 1990 to 30% in 2010. Even so, the average household size actually increased slightly in the Iroquois Park area from 2.43 individuals in 1990 to 2.45 individuals in 2010. Iroquois Park was – along with the Southwest Core – one of only two market areas to exhibit an increase in average household size between 1990 and 2010.

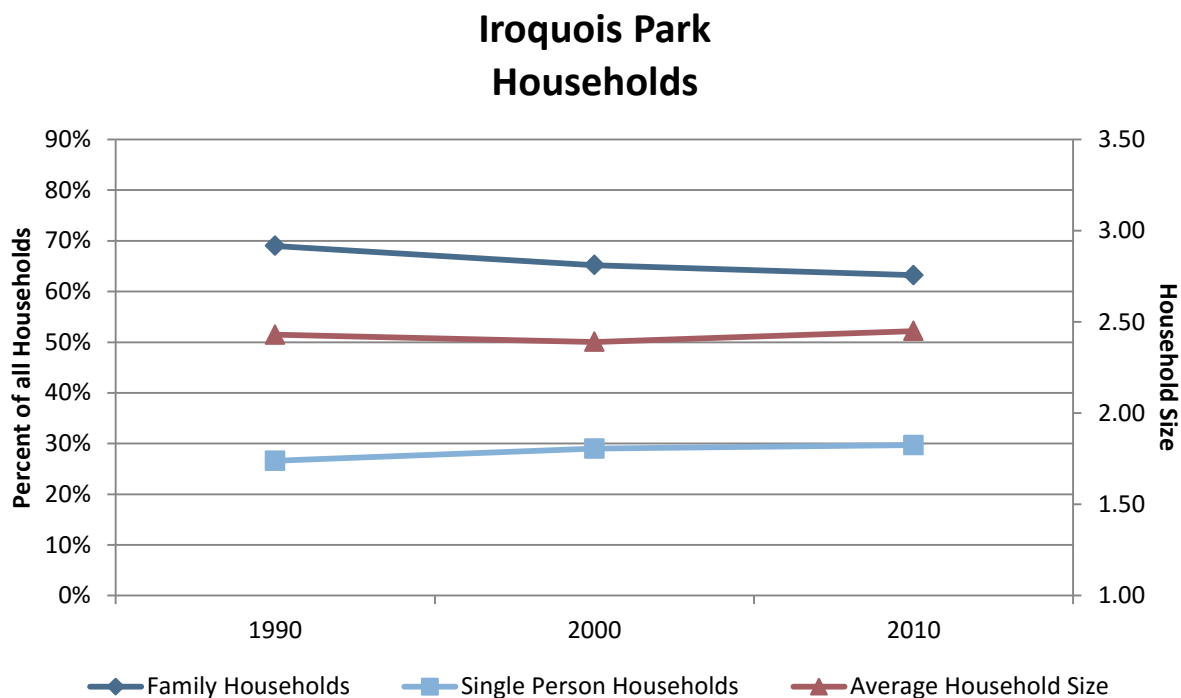


Figure 3.8.3. The percentage of all households in the Iroquois Park market area that are family households or individuals living alone by decade (left axis); average household size in the Iroquois Park market area in each decade (right axis). Source: U.S. Census Bureau.

Of the 13,299 family households in Iroquois Park in 2010, 60% were married couples. Female-headed families made up 29% of family households in 2010, an increase from 23% in 1990. Family size also increased from 2.94 individuals per family in 1990 to 3.02 individuals in 2010.

The Iroquois Park market area's median household income decreased 10% between 1990 and 2010; however the decline in income between 2000 and 2010 was an even higher 15% (inflation-adjusted). The 2010 median income level of \$40,823 in the Iroquois Park area is lower than the median income for Louisville Metro. Families in poverty increased 2 percentage points from 1990 and 3 percentage points from 2000 to 15% of all families in 2010. Meanwhile families with children in poverty increased by 1 percentage point from 1990 and 4 percentage points from 2000, to 23% in 2010 (see Figure 3.8.4).

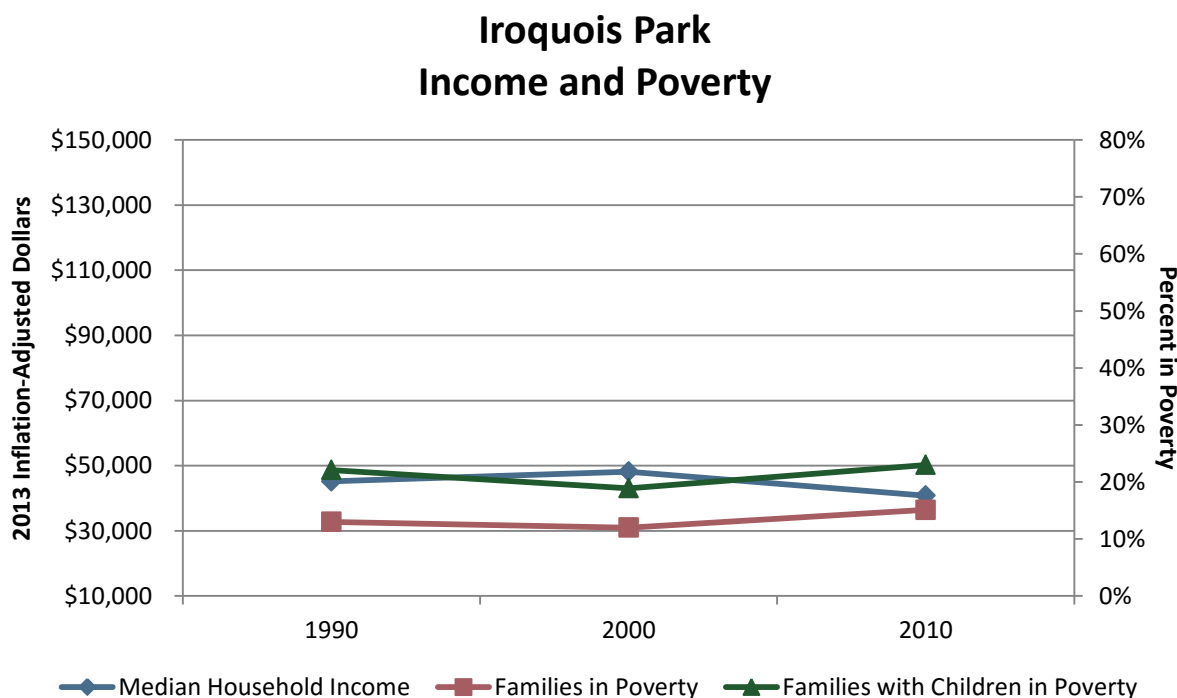


Figure 3.8.4. The Iroquois Park market area's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Iroquois Park market area with income below the poverty line and the percentage of families with children in the Iroquois Park market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median home value in the Iroquois Park market area was \$120,621 in 2010, an increase of 29% from 1990 after adjusting for inflation. However, the 2010 value was actually a 3% decline from the 2000 median home value in this area. The median rent increased by 25% in real terms between 1990 and 2010, going from \$443 in 1990 to \$552 in 2010 (see Figure 3.8.5). Housing cost burden increased for both homeowners and renters since 1990. The percentage of renter households with housing costs of 30% or more of their income increased from 37% of renters in 1990 to 52% in 2010, an increase of over 15 percentage points. Similarly, homeowners with

housing costs of 30% or more of their income increased nearly 11 percentage points since 1990, going from 12% of homeowners to 23%.

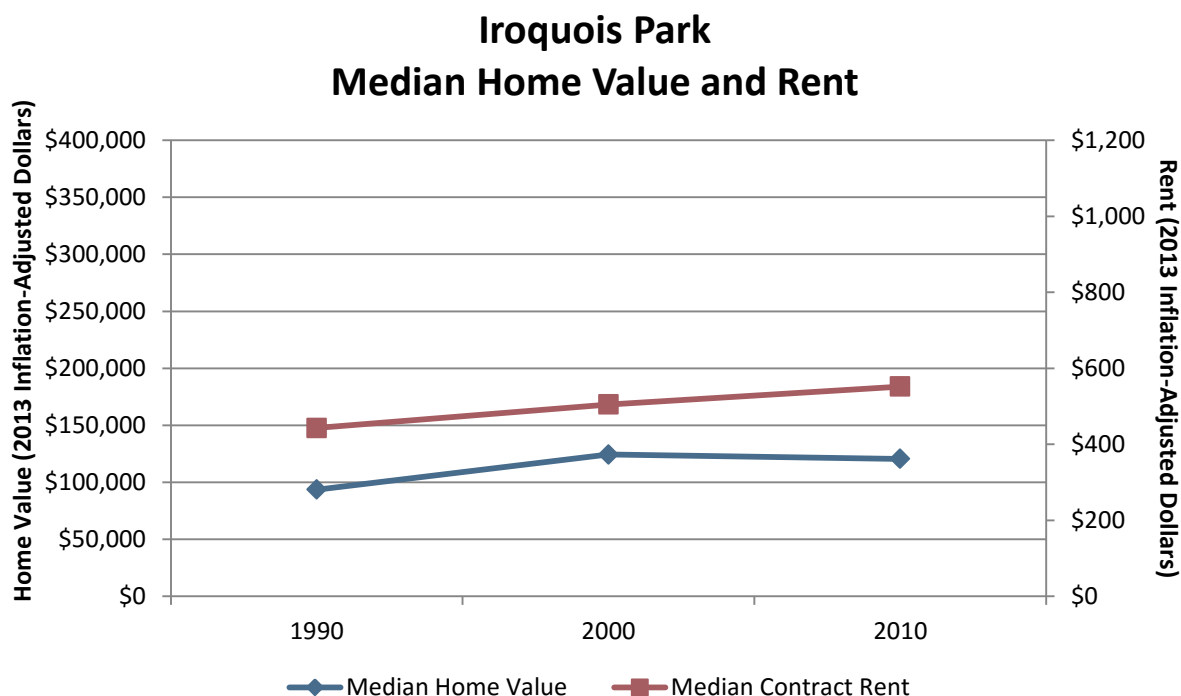


Figure 3.8.5. The median home value of owner-occupied housing units in the Iroquois Park market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Iroquois Park market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commute times for workers living in the Iroquois Park market area remained relatively stable over time. In 2010, of workers who did not work from home, 76% had a commute less than 30 minutes and 97% had a commute less than an hour. The percent of households without a vehicle decreased between 1990 and 2000, going from 13% of households in 1990 to 10% in 2010.

Housing Units

Since 1990, the total number of housing units in the Iroquois Park market area increased 13%, to 22,922 housing units in 2010. Over that period, the percent of vacant housing units nearly doubled, increasing from 4% of total housing units in 1990 to 8% in 2010. Of the 21,031 occupied housing units in 2010, 57% were owner-occupied and 43% were rented. The presence of renters increased since 1990 when 61% of housing units were owned and 39% were occupied by renters.

Projections of Population and Households

The Iroquois Park market area is projected to grow by an additional 5,313 persons between 2010 and 2040, a 10% increase (see Table 3.8.2). This will bring the total population to 57,204 in 2040. Tracts in the west and south of the market area are expected to have the largest population gains, while tracts on the north side of the market area are projected to see small population declines.

Projections of Total Population, 2010 - 2040 Iroquois Park Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 43.02	2,178	2,118	2,055	2,033	2,004	1,997	1,986	-192	-8.8%
Census Tract 44	4,160	4,036	3,907	3,848	3,776	3,750	3,717	-443	-10.6%
Census Tract 45	3,118	3,134	3,146	3,222	3,286	3,391	3,489	371	11.9%
Census Tract 46	3,803	3,726	3,644	3,643	3,630	3,669	3,701	-102	-2.7%
Census Tract 56	4,281	4,262	4,237	4,280	4,308	4,394	4,472	191	4.5%
Census Tract 90	6,823	6,863	6,892	7,086	7,253	7,532	7,796	973	14.3%
Census Tract 91.05	2,985	3,015	3,041	3,117	3,182	3,282	3,375	390	13.1%
Census Tract 91.06	4,978	5,055	5,125	5,292	5,440	5,597	5,743	765	15.4%
Census Tract 122.02	6,270	6,313	6,347	6,469	6,568	6,709	6,839	569	9.1%
Census Tract 122.04	4,409	4,483	4,552	4,691	4,813	4,979	5,136	727	16.5%
Census Tract 123.01	3,331	3,369	3,403	3,514	3,613	3,668	3,716	385	11.6%
Census Tract 123.02	5,555	5,738	5,914	6,215	6,495	6,869	7,232	1,677	30.2%
Iroquois Park Total	51,891	52,113	52,261	53,412	54,367	55,836	57,204	5,313	10.2%

Table 3.8.2. Projections of total population in the Iroquois Park market area by census tract and year.

The Iroquois Park market area is projected to gain an additional 2,459 households between 2010 and 2040, a 12% increase (see Table 3.8.3). Tracts along the western side of the area are expected to have the largest numeric growth in households. Tracts in the northeast corner of the market area are predicted to experience household loss. Differences in population change and household change within a tract can be attributed to differences in household size. While tract 43.02 is forecast to lose some population, it is also forecasted to gain some households. During the projection period this tract is expected to see a decline in household size, in turn creating additional households. On the other hand, it is predicted that tract 56 will experience an increase in household size, leading to a decline in households with a simultaneous gain in population.

Projections of Total Households, 2010 - 2040 Iroquois Park Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 43.02	712	740	768	807	842	872	899	187	26.3%
Census Tract 44	1,922	1,884	1,842	1,831	1,807	1,810	1,805	-117	-6.1%
Census Tract 45	1,316	1,321	1,324	1,351	1,369	1,413	1,452	136	10.3%
Census Tract 46	1,638	1,577	1,515	1,500	1,476	1,480	1,479	-159	-9.7%
Census Tract 56	1,610	1,584	1,557	1,535	1,504	1,504	1,499	-111	-6.9%
Census Tract 90	2,825	2,854	2,879	2,963	3,028	3,149	3,260	435	15.4%
Census Tract 91.05	1,211	1,215	1,217	1,233	1,241	1,264	1,282	71	5.9%
Census Tract 91.06	1,875	1,941	2,004	2,103	2,189	2,260	2,323	448	23.9%
Census Tract 122.02	2,474	2,499	2,521	2,574	2,611	2,660	2,699	225	9.1%
Census Tract 122.04	1,845	1,938	2,028	2,112	2,183	2,273	2,355	510	27.6%
Census Tract 123.01	1,352	1,358	1,363	1,409	1,446	1,468	1,484	132	9.8%
Census Tract 123.02	2,251	2,329	2,403	2,524	2,630	2,796	2,952	701	31.1%
Iroquois Park Total	21,031	21,241	21,422	21,940	22,326	22,948	23,490	2,459	11.7%

Table 3.8.3. Projections of households in the Iroquois Park market area by census tract and year.

Employment

The Iroquois Park market area experienced modest growth in population and housing between 1990 and 2010, accompanied by more significant changes in race, ethnicity and, particularly, in the presence of new Americans. As a principally residential area, however, changes in employment in the area might be less notable.

In 2013, the Iroquois Park market area had 10,347 full and part time jobs, representing just 2% of the jobs in Louisville Metro. Employment in 2013 was led by the healthcare and trade sectors (see Figure 3.8.6). Major employers in health care include Saints Mary and Elizabeth Hospital, Hazelwood Center and Georgetown Manor Nursing.

Between 2002 and 2013 the Iroquois Park market area lost 534 jobs, a decrease of 5% (see Table 3.8.4). Employment growth in the hospitality and education sectors was offset by losses in the construction, health care, and other private sectors.

Iroquois Park 2013 Employment by Sector

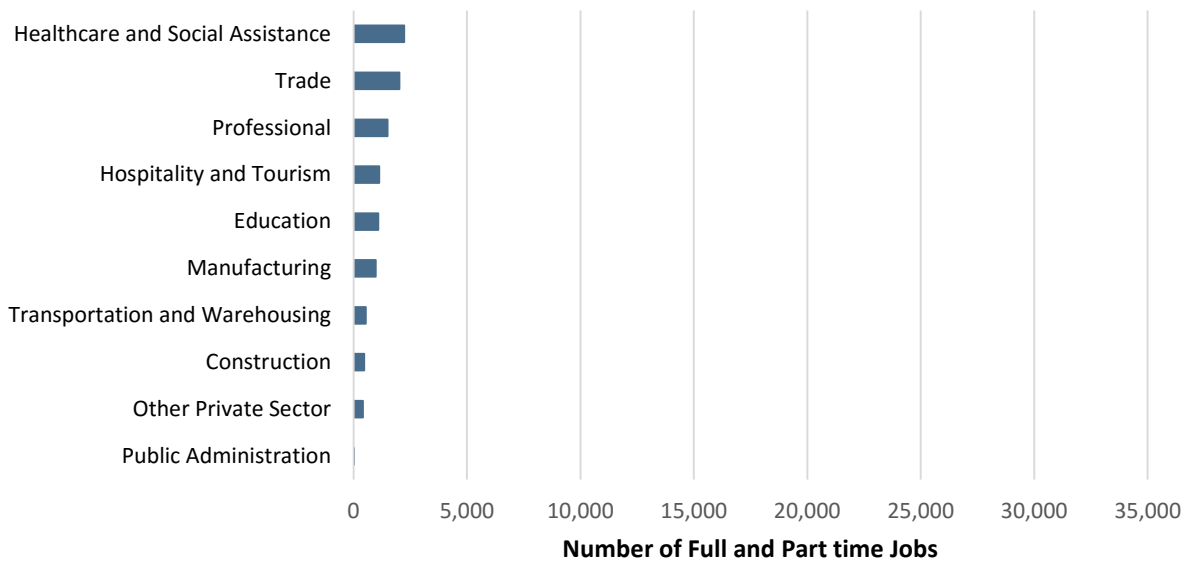


Figure 3.8.6. Full and part time employment by sector grouping in the Iroquois Park market area in 2013. Source: U.S. Census Bureau.

Iroquois Park Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-410	-47.2%
Manufacturing	-39	-3.8%
Trade	15	0.8%
Transportation and Warehousing	60	12.7%
Professional	-78	-4.9%
Education	161	17.4%
Health care	-378	-14.5%
Hospitality	465	69.7%
Other private sector	-323	-44.1%
Public sector	-7	-30.4%
Iroquois Park Total	-534	-4.9%

Table 3.8.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Iroquois Park market area. Source: U.S. Census Bureau.

Between 2002 and 2013, commuters traveling to jobs in the Iroquois Park market area began traveling farther distances, as shown in Figure 3.8.7). By 2013, 13% fewer commuters traveled less than 10 miles to jobs in the market area, a loss offset by a 6% increase in commuters traveling 10 to 24 miles, a 3% increase in commuters traveling 25 to 50 miles, and a 4% increase in commuters traveling over 50 miles.

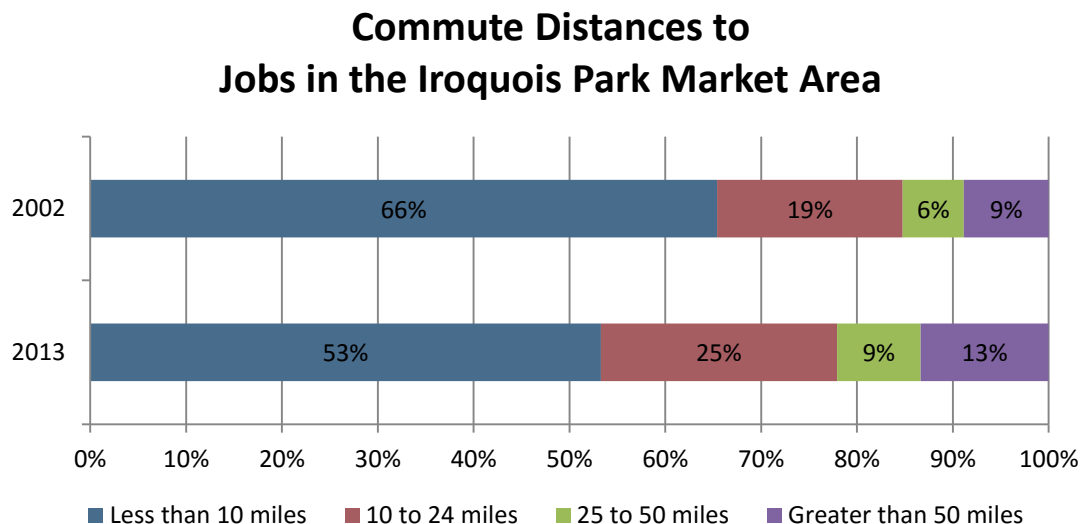


Figure 3.8.7. Commute distances workers traveled to jobs in the Iroquois Park market area in 2002 and 2013. Source: U.S. Census Bureau.

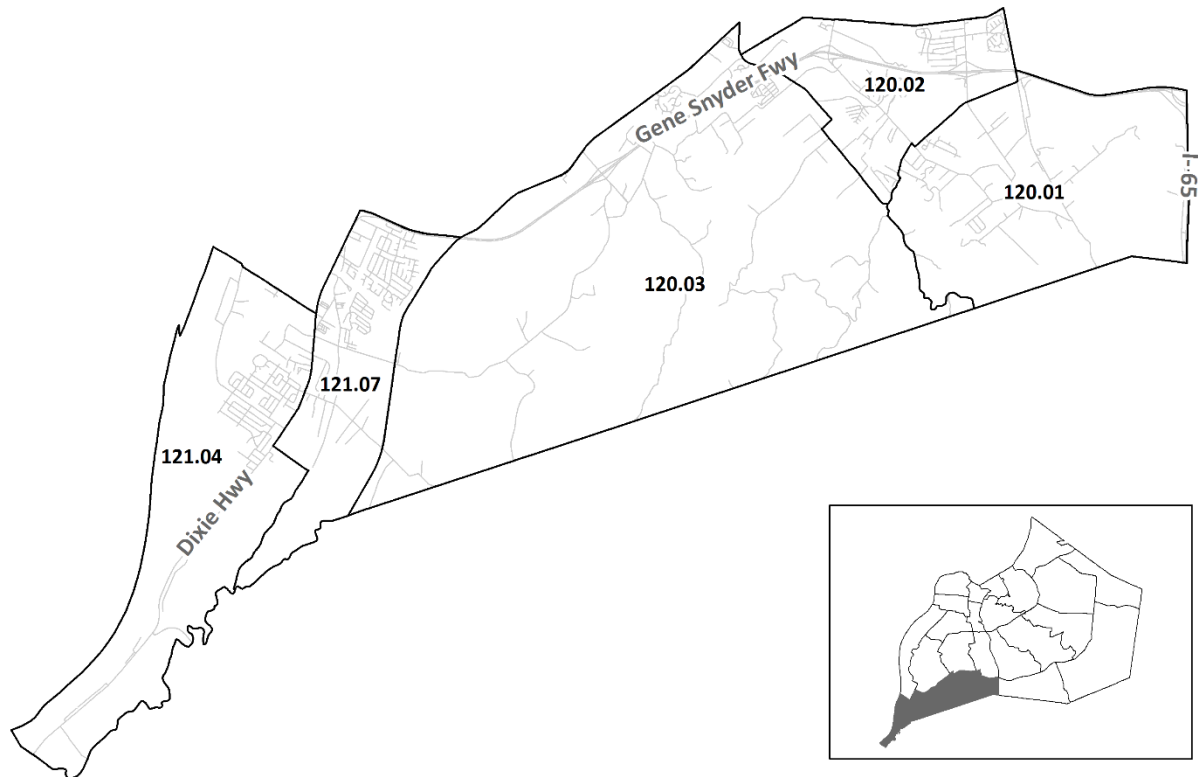
Employment Forecast

Total employment in the Iroquois Park market area is expected to decline further through the year 2040 (see Table 3.8.5). Most of the loss is forecast to come from health care and social assistance, while additional losses are expected in other private sector services and transportation and warehousing. The hospitality sector is projected to add about 600 new jobs by 2040, and the area is expected to gain 228 professional and 153 trade jobs over the same period.

Total Employment Forecast Iroquois Park Market Area				
2020	2025	2030	2035	2040
9,446	9,023	8,601	8,178	7,756

Table 3.8.5. Projections of total employment in the Iroquois Park market area by year.

Jefferson Forest



People

The Jefferson Forest market area's total population reached 22,522 in 2010, an increase of 9% from 1990. Of the total population in 2010, all residents lived in households. The Jefferson Forest market area is the 2nd largest of the 21 market areas in terms of land area.

The gender makeup of Jefferson Forest remained stable over time with males representing 49% of the total population in 2010 and females the remaining 51%.

The Jefferson Forest market area is aging. Between 1990 and 2010, the population under the age of 18 decreased from 28% to 26% of the total population. At the same time, the population age 60 and over increased from 14% to 16% of the total population, and those age 75 and up increased to 5% of the total population, from 3% in 1990. As shown in Figure 3.9.1, the population age 45 to 54 was the most predominant age group in 2010, comprising 16% of the area's total population.

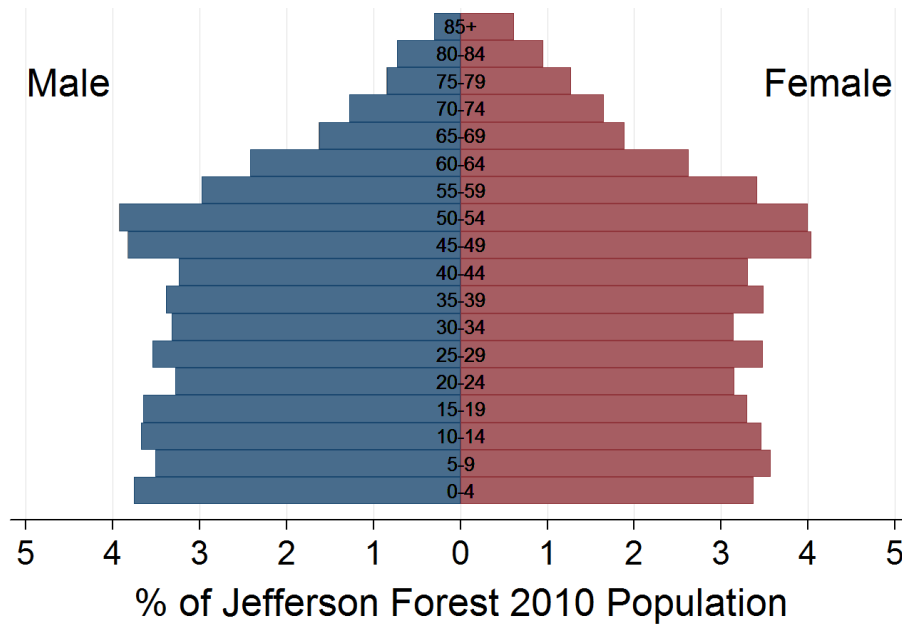


Figure 3.9.1. Population pyramid of the Jefferson Forest market area. Source: U.S. Census Bureau.

Jefferson Forest’s racial and ethnic makeup witnessed changes between 1990 and 2010, as shown in Table 3.9.1. The most measurable change was in the non-White Hispanic population, which decreased from 97% of the total population in 1990 to 88% in 2010. In their place, the largest gain was among the Hispanic population which went from contributing 0.6% to the total population in 1990 to 6% in 2010. Similarly, the foreign born population increased from 1% of the total population in 1990 to 4% in 2010.

Jefferson Forest Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	97.1%	95.2%	88.2%
Non-Hispanic Black	1.6%	1.7%	3.0%
Non-Hispanic Asian	0.4%	0.4%	0.5%
Non-Hispanic Other	0.3%	1.6%	2.2%
Hispanic	0.6%	1.1%	6.1%
Foreign Born	1.4%	1.3%	4.4%

Table 3.9.1. Race, ethnicity, and nativity of the Jefferson Forest market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

The increase in the foreign born population also coincided with a decrease in English proficiency. In 1990, 0.4% of the Jefferson Forest population could not speak English well, a figure which had increased to 1.7% by 2010.

The Jefferson Forest market area became more educated over the last twenty years, as shown in Figure 3.9.2. The percentage of the adult population who did not graduate high school fell from 38% in 1990 to 22% in 2010. At the same time, the percentage of adults who had a high school diploma but not a Bachelor's increased from 59% to 71%. Adults who had achieved a Bachelor's degree or better also saw an increase from 4% in 1990 to 8% in 2010.

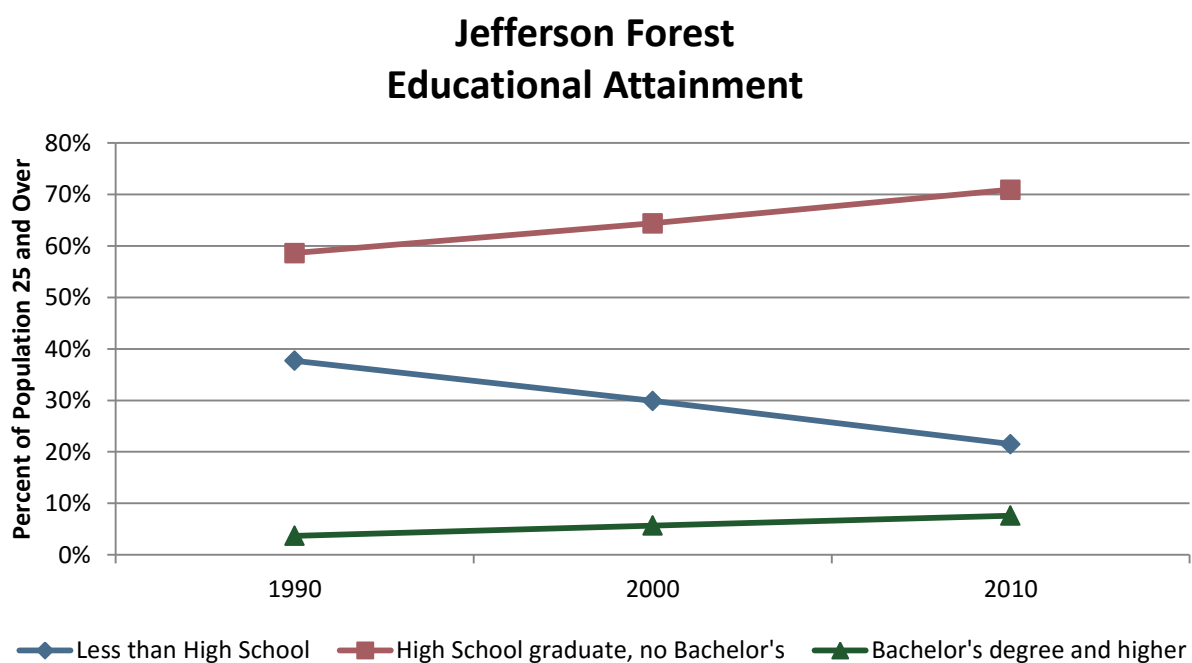


Figure 3.9.2. Percentage of the population 25 years and over in the Jefferson Forest market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percentage of the population in Jefferson Forest who were married fell from 60% in 1990 to 45% in 2010. In addition, the population who has never been married increased from 21% in 1990 to 28% in 2010.

Households and Families

The number of households living in the Jefferson Forest market area increased 17% since 1990, reaching a total of 8,530 households in 2010. Of the total number of households, 71% were family households in 2010, a decrease from 80% in 1990. The percentage of single person households increased from 16% in 1990 to 23% in 2010. The average household size fell from 2.82 individuals per household in 1990 to 2.64 individuals per household in 2010 (see Figure 3.9.3).

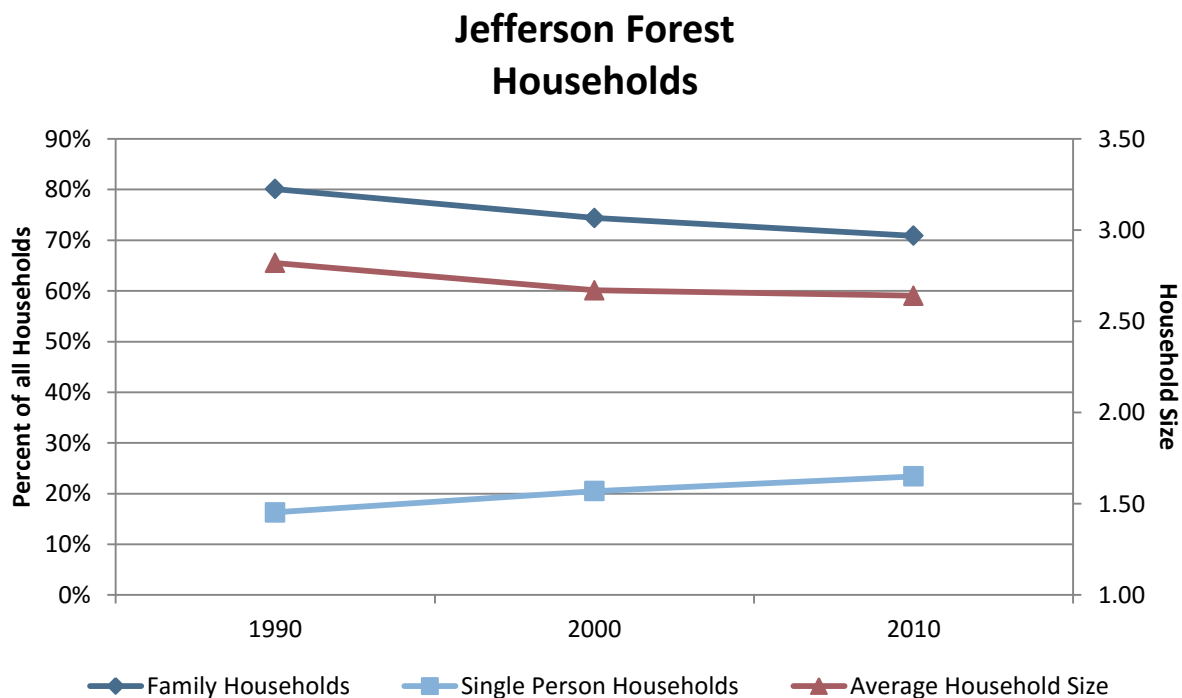


Figure 3.9.3. The percentage of all households in the Jefferson Forest market area that are family households or individuals living alone by decade (left axis); average household size in the Jefferson Forest market area in each decade (right axis). Source: U.S. Census Bureau.

Of the 6,044 family households in 2010, 65% were married couples, a decrease from 1990 when 79% of family households were married families. Female-headed families made up 25% of all family households, an increase from 16% in 1990. Average family size decreased from 3.16 individuals per family in 1990 to 3.07 individuals per family in 2010.

In 2010, the Jefferson Forest market area's median household income was \$44,050, an 8% decrease from 1990 and an 11% decrease from 2000 (inflation-adjusted). Corresponding to this decline in real income, the rate of poverty increased, with 13% of all families and 20% of families with children below poverty in 2010 (see Figure 3.9.4).

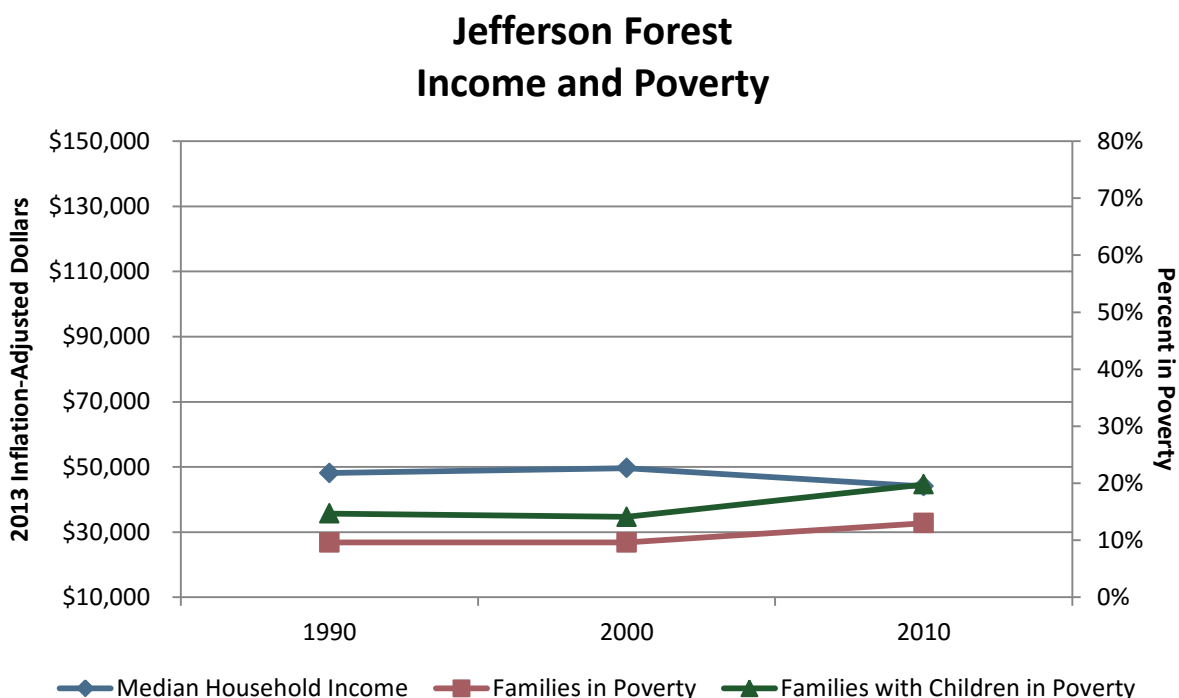


Figure 3.9.4. The Jefferson Forest market area's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Jefferson Forest market area with income below the poverty line and the percentage of families with children in the Jefferson Forest market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median home value in Jefferson Forest increased 46% since 1990 after controlling for inflation, with the median value reaching \$105,205 in 2010. The median contract rent also increased during this time period, reaching \$591 in 2010 (see Figure 3.9.5). These trends, coupled with the decrease in household income over this period, contributed to an increase in the overall housing cost burden for residents in the area. In 2010, over half of all renters (52%) were spending 30% or more of their income on their rent, an increase from 38% in 1990. At the same time, homeowners also experienced an increase in their housing cost burden. In 2010, 27% of all homeowners were spending 30% or more of their income on housing costs. In 1990, just 15% of homeowners were experiencing the same burden.

Jefferson Forest Median Home Value and Rent

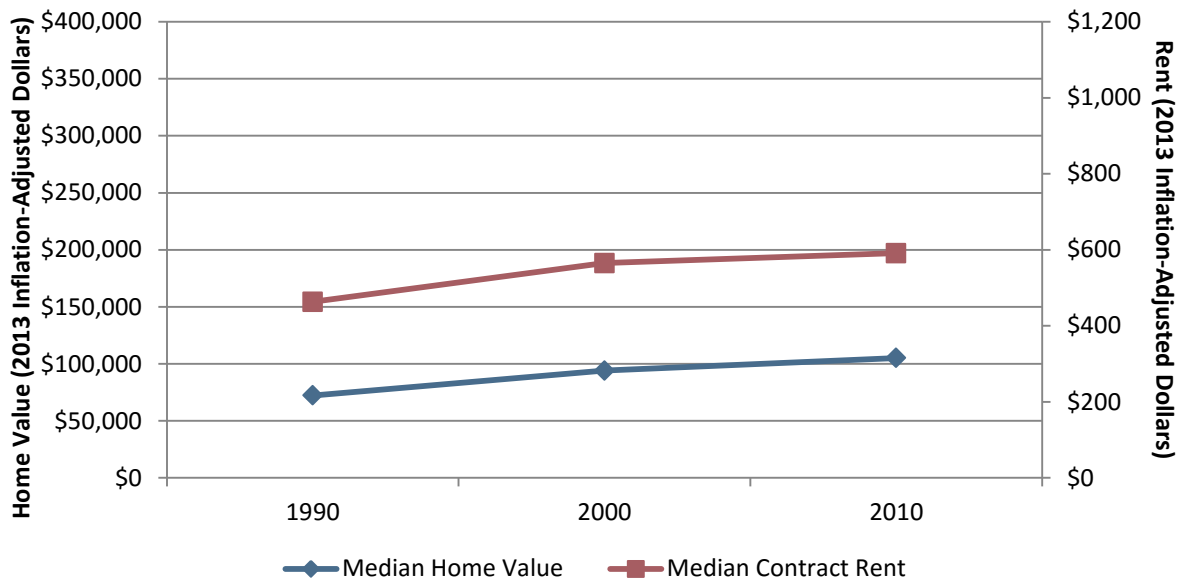


Figure 3.9.5. The median home value of owner-occupied housing units in the Jefferson Forest market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Jefferson Forest market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

In the Jefferson Forest market area, commute times have largely improved for most residents since 1990. Of the workers living in the area who do not work from home, 66% have a commute less than 30 minutes, an increase from 1990 when only 54% of workers had a commute less than 30 minutes. At the same time, the percentage of households without a car decreased from 6% of all households in 1990 to 5% of households in 2010.

Housing Units

The total number of housing units in the Jefferson Forest market area increased 21% since 1990, reaching 9,226 total units in 2010. Of these housing units, 8% were vacant in 2010, an increase from 4% in 1990. Of the 8,530 occupied housing units in 2010, 76% were owner-occupied housing units and 24% were occupied by renters. The percentage of owner-occupied units decreased since 1990 when 83% of occupied housing units were homeowners.

Projections of Population and Households

The Jefferson Forest market area is projected to gain an additional 4,529 persons between 2010 and 2040, a 20% increase in population (see Table 3.9.2). The largest gains are expected in western tracts of the market area, along Dixie Highway. More moderate population growth is forecast in areas around Jefferson Memorial Forest.

Projections of Total Population, 2010 - 2040 Jefferson Forest Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 120.01	3,378	3,415	3,446	3,526	3,593	3,701	3,802	424	12.6%
Census Tract 120.02	5,891	5,877	5,855	5,909	5,942	6,016	6,080	189	3.2%
Census Tract 120.03	3,706	3,769	3,827	3,926	4,010	4,115	4,213	507	13.7%
Census Tract 121.04	4,002	4,230	4,452	4,776	5,082	5,358	5,625	1,623	40.6%
Census Tract 121.07	5,545	5,767	5,980	6,301	6,600	6,971	7,331	1,786	32.2%
Jefferson Forest Total	22,522	23,058	23,560	24,438	25,226	26,162	27,051	4,529	20.1%

Table 3.9.2. Projections of total population in the Jefferson Forest market area by census tract and year.

The Jefferson Forest market area is projected to add an additional 2,674 households between 2010 and 2040, a 31% increase (see Table 3.9.3). With the exception of tract 121.04, the tracts in this market area are expected to see declines in household size through the projection period, correspondingly driving growth in the number of total households. The largest growth in households is predicted in the western tracts of this market area, along Dixie Highway.

Projections of Total Households, 2010 - 2040 Jefferson Forest Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 120.01	1,349	1,405	1,459	1,519	1,569	1,625	1,676	327	24.2%
Census Tract 120.02	2,248	2,271	2,291	2,335	2,366	2,406	2,439	191	8.5%
Census Tract 120.03	1,402	1,487	1,570	1,653	1,725	1,796	1,861	459	32.7%
Census Tract 121.04	1,449	1,537	1,623	1,746	1,858	1,963	2,062	613	42.3%
Census Tract 121.07	2,082	2,247	2,410	2,608	2,791	2,984	3,166	1,084	52.1%
Jefferson Forest Total	8,530	8,948	9,353	9,861	10,308	10,774	11,204	2,674	31.3%

Table 3.9.3. Projections of households in the Jefferson Forest market area by census tract and year.

Employment

As its name implies, the Jefferson Forest market area is dominated by a 6,500 acre public forest preserve that is an otherwise passive feature which excludes from its immediate boundaries the addition of any new households and most all forms of economic activity. The balance of the area has been historically and remains almost entirely low-density residential and near-rural in character.

In 2013 the total number of full and part time jobs in the Jefferson Forest market area was 2,539. This primarily residential market area accounts for only 0.6% of Louisville Metro's jobs, the second lowest among market areas. The trade sector leads employment in the Jefferson Forest market area with about 600 employees (see Figure 3.9.6). Education (463 jobs) and construction (307 jobs) made up the second and third largest employment sectors. It is not unusual to see education as a major employer in a residential market area. Construction can be explained by the presence of CEMEX and TC Contracting in the area.

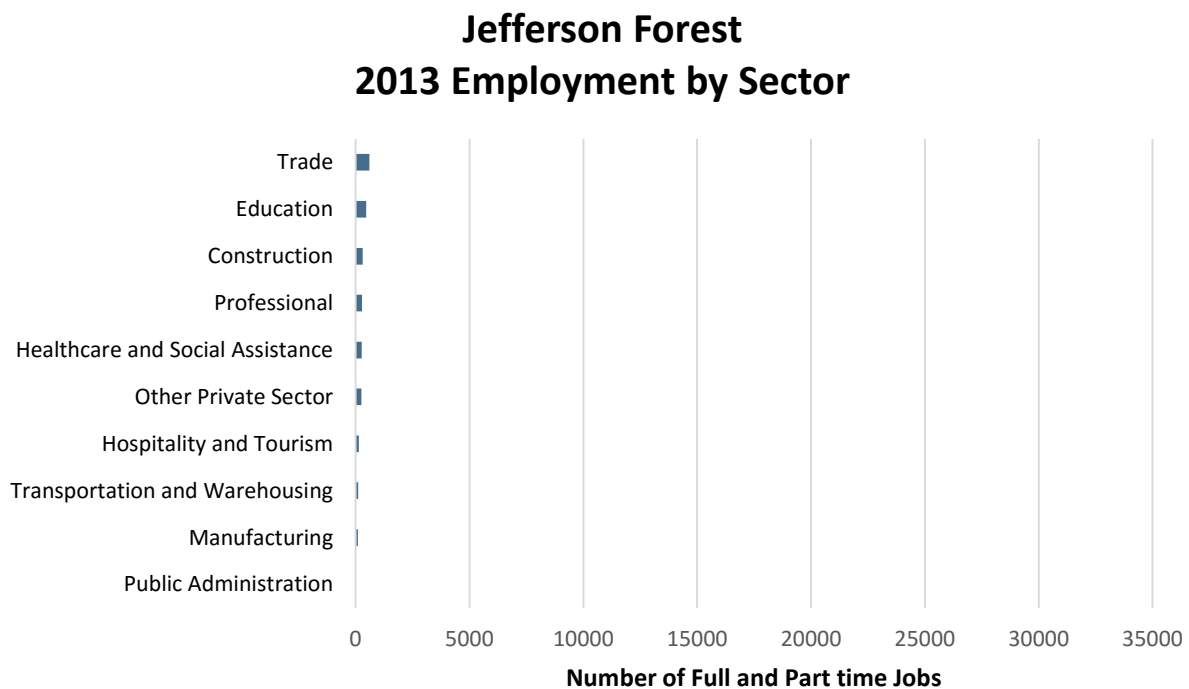


Figure 3.9.6. Full and part time employment by sector grouping in the Jefferson Forest market area in 2013. Source: U.S. Census Bureau.

Overall, the Jefferson Forest market area gained only 9 jobs between 2002 and 2013, an increase of just 0.3% (see Table 3.9.4). Employment growth in the market area occurred in the trade and health care sectors, but was offset by losses in the other private, construction, and manufacturing sectors.

Jefferson Forest Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-218	-41.5%
Manufacturing	-134	-58.8%
Trade	227	60.9%
Transportation and Warehousing	17	17.7%
Professional	83	42.6%
Education	35	8.1%
Health care	201	304.5%
Hospitality	24	20.2%
Other private sector	-244	-49.0%
Public sector	18	900.0%
Jefferson Forest Total	9	0.3%

Table 3.9.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Jefferson Forest market area. Source: U.S. Census Bureau.

Workers traveling to the Jefferson Forest market area for their job have experienced an increase in commute distances over time, as shown in Figure 3.9.7. Between 2002 and 2013, there was a 9% decrease in the percentage of commuters traveling less than 10 miles to work. There was also an 8% decrease in the number of commuters traveling 10-24 miles. The number of commuters traveling more than 50 miles to jobs in the Jefferson Forest market area tripled. However, one should keep in mind when considering these numbers that the market area had only about 2,500 total employees in 2013, so small numerical changes can produce large percentage changes.

Commute Distances to Jobs in the Jefferson Forest Market Area

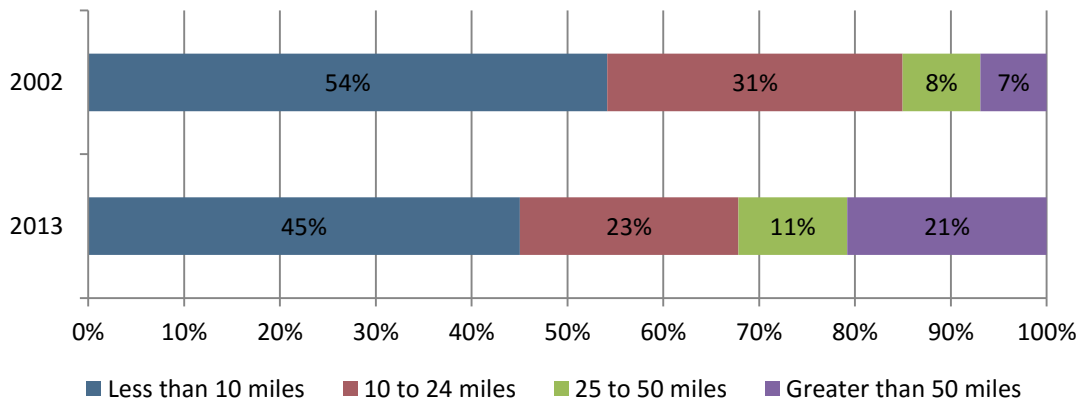


Figure 3.9.7. Commute distances workers traveled to jobs in the Jefferson Forest market area in 2002 and 2013. Source: U.S. Census Bureau.

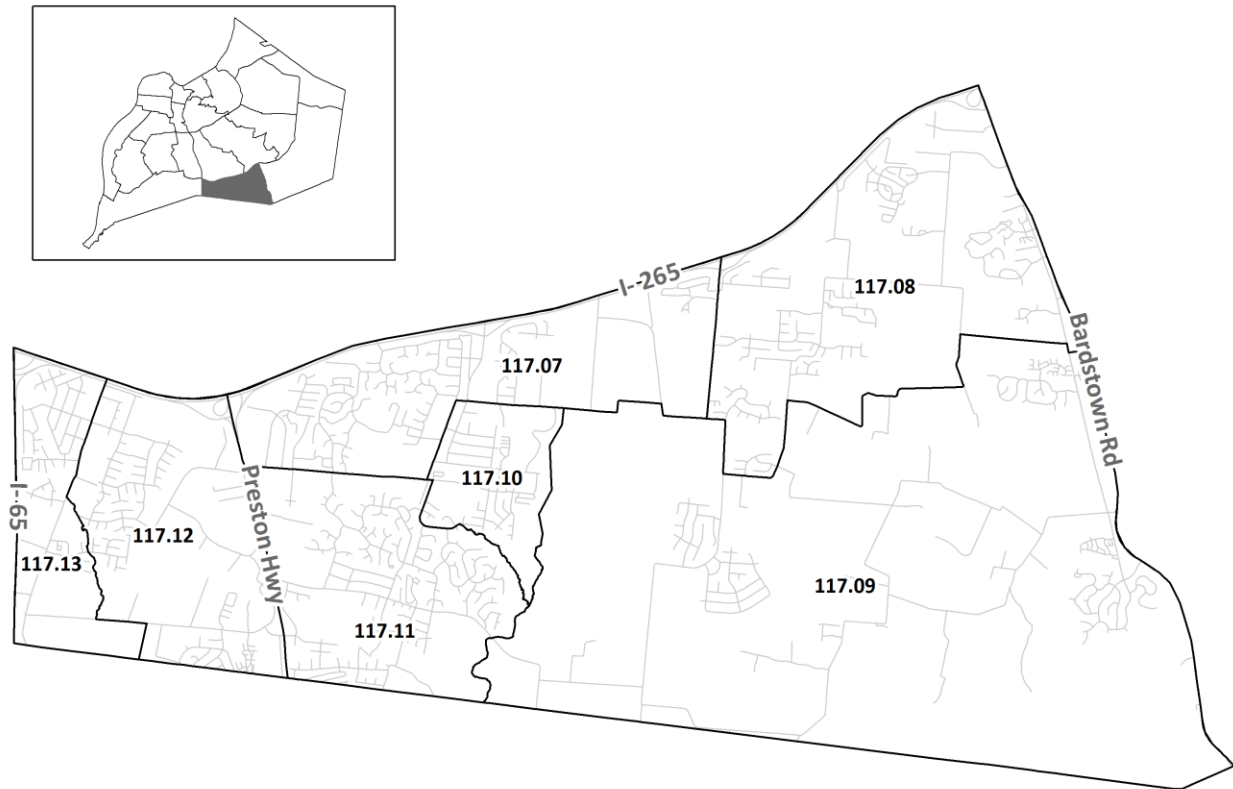
Employment Forecast

Total employment in the Jefferson Forest market area is expected decline slightly over the forecast period (see Table 3.9.5). Losses in construction and other private sector services will drive the decline, with most other sectors growing very slightly. Retail trade is expected to add about 350 new employees (almost perfectly offsetting the loss in other private sector jobs). Health care and social assistance should add about 200 new jobs. The professional and education sectors are expected to add roughly 100 jobs each.

Total Employment Forecast Jefferson Forest Market Area				
2020	2025	2030	2035	2040
2,155	2,063	1,971	1,880	1,788

Table 3.9.5. Projections of total employment in the Jefferson Forest market area by year.

McNeely Lake



People

The McNeely Lake market area's total population reached 30,057 in 2010, a 63% increase from the area's total population in 1990. This population growth rate was among the top three of all 21 Metro market areas for the period. Of McNeely Lake's 2010 total population, 100% were in households, and none in group quarters.

The gender distribution in the market area has remained stable over time with 51% of the total population being female in 2010 and 49% male.

The population of the McNeely Lake market area aged between 1990 and 2010, with the decrease in population under 60 and increase of those 60 and over having changed in near equal proportions. The percent of total population under age 18 in the McNeely Lake area decreased from 30% in 1990 to 27% in 2010. At the same time, the adult population aged 18 to 59 also decreased from 62% of the total population to 59% in 2010. The population age 60 and

up increased from 8% of the total population to 15% in 2010 and the population age 75 and over nearly doubled since 1990 from 2% of the total population to 4%. Despite the aging of McNeely Lake's total population in relative terms over the last two decades, the 2010 age distribution (shown in Figure 3.10.1) reveals a fairly large proportion (17%) of the population were young adults aged 30 to 39.

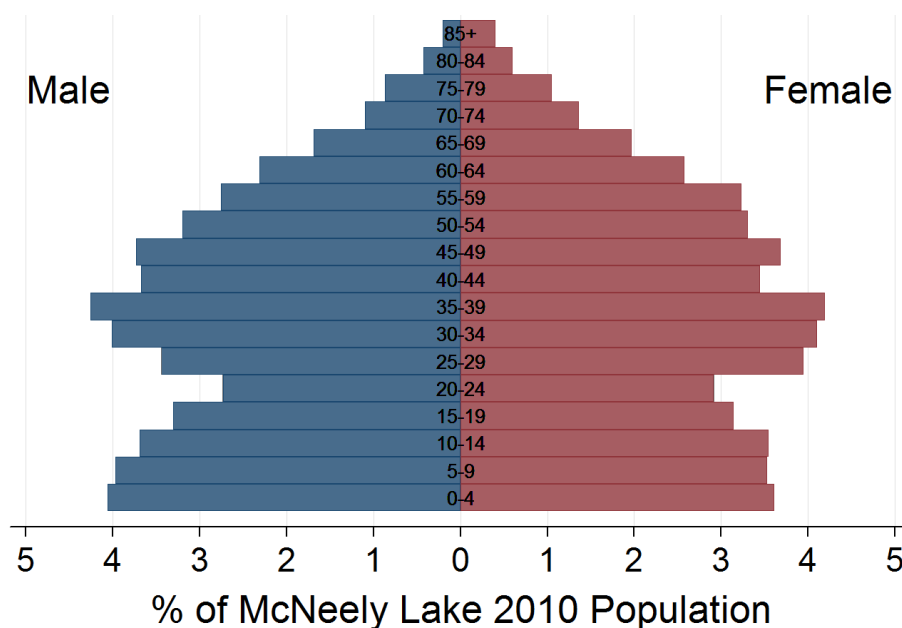


Figure 3.10.1. Population pyramid of the McNeely Lake market area. Source: U.S. Census Bureau.

The McNeely Lake market area became more racially and ethnically diverse between 1990 and 2010, though it is still dominated by non-Hispanic Whites. As shown in Table 3.10.1, the non-Hispanic White population declined from 97% in 1990 to 84% in 2010 while other racial and ethnic groups increased in the percentage of the population. The largest numeric gainer was the non-Hispanic Black population which increased from 2% of the total population in 1990 to 8% in 2010. Foreign-born individuals also increased in the area from less than 1% of the total population to almost 3% in 2010.

The increase in the foreign born population in the area coincided with a decrease in English proficiency, with 1% of the population reporting they are not able to speak English well, an increase from just 0.2% in 1990.

McNeely Lake Race, Ethnicity, and Nativity			
	1990	2000	2010
Non-Hispanic White	96.9%	91.7%	83.7%
Non-Hispanic Black	1.9%	4.3%	8.3%
Non-Hispanic Asian	0.5%	0.8%	1.6%
Non-Hispanic Other	0.3%	1.7%	2.0%
Hispanic	0.5%	1.5%	4.4%
Foreign Born	0.5%	1.1%	2.8%

Table 3.10.1. Race, ethnicity, and nativity of the McNeely Lake market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

Along with significant population gain, the McNeely Lake market area became more educated between 1990 and 2010, as shown in Figure 3.10.2. The percentage of the adult population who had not completed high school decreased from 27% in 1990 to 12% in 2010. At the same time, the percentage of the population who had achieved a Bachelor's degree or higher increased from 7.5% in 1990 to 20% of the total population in 2010. The percentage of the population who had a high school degree but not a Bachelor's increased slightly, from 65% in 1990 to 68% in 2010.

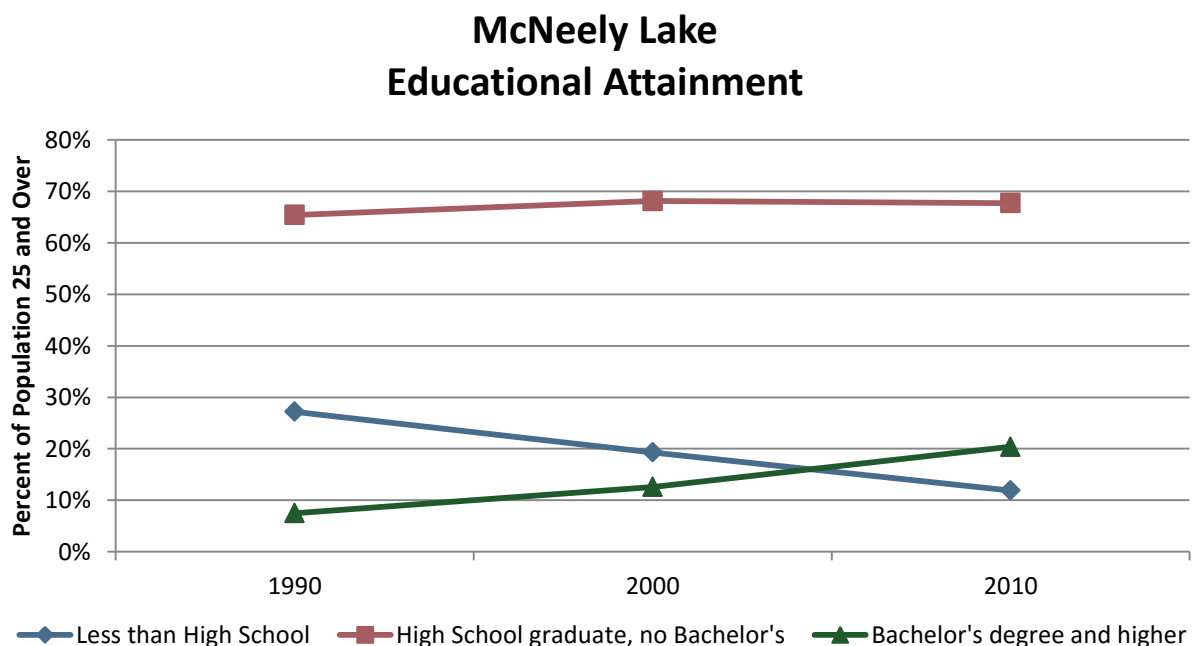


Figure 3.10.2. Percentage of the population 25 years and over in the McNeely Lake market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percentage of the population aged 15 and older who had never been married increased from 22% in 1990 to 27% in 2010.

Households and Families

The number of households living in McNeely Lake reached 11,321 in 2010, an 82% increase since 1990, and a significant change relative to the rest of the Metro area. Of the total number of households, 73% were family households in 2010, a decrease from 84% in 1990 (see Figure 3.10.3). Even so, there were still a greater percentage of family households in the McNeely Lake market area than within Louisville Metro as a whole. The percentage of single person households increased from 13% of all households in 1990 to 22% in 2010. The average household size decreased from 2.97 individuals per household in 1990 to 2.65 individuals per household in 2010.

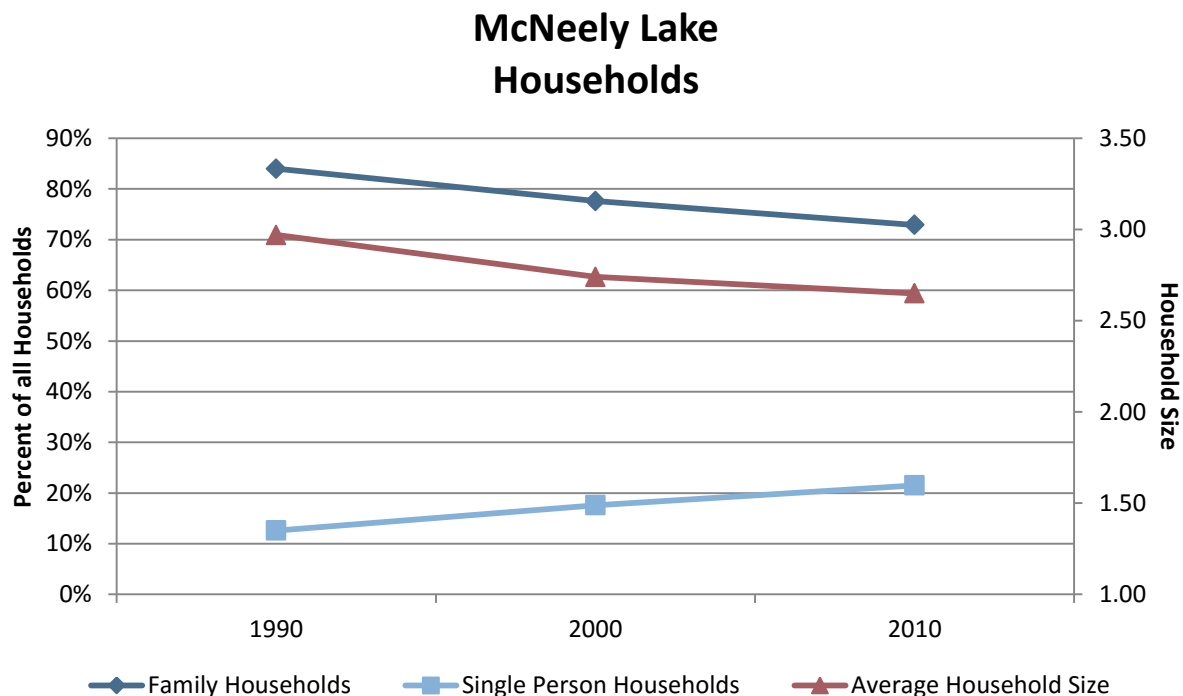


Figure 3.10.3. The percentage of all households in the McNeely Lake market area that are family households or individuals living alone by decade (left axis); average household size in the McNeely Lake market area in each decade (right axis). Source: U.S. Census Bureau.

Of the 8,255 family households in the McNeely Lake market area in 2010, 74% were married couple families, a decrease from 82% in 1990. Female-headed families increased between 1990 and 2010, from 14% of family households to 18%. The average family size decreased, from 3.23 individuals per family in 1990 to 3.07 individuals in 2010.

In 2010, the median household income of McNeely Lake was \$57,357, a decrease of 3% since 1990 and a 15% decline since 2000 (inflation adjusted). Despite this decline in income, the median income in the McNeely Lake market area is above the median income of Louisville Metro. The poverty rate among families increased from 5% in 1990 to 9% in 2010; and for families with children the poverty rate increased from 8% in 1990 to 14% in 2010 (see Figure 3.10.4). Even so, the poverty rate in the area remained consistently lower than that of Louisville Metro as a whole.

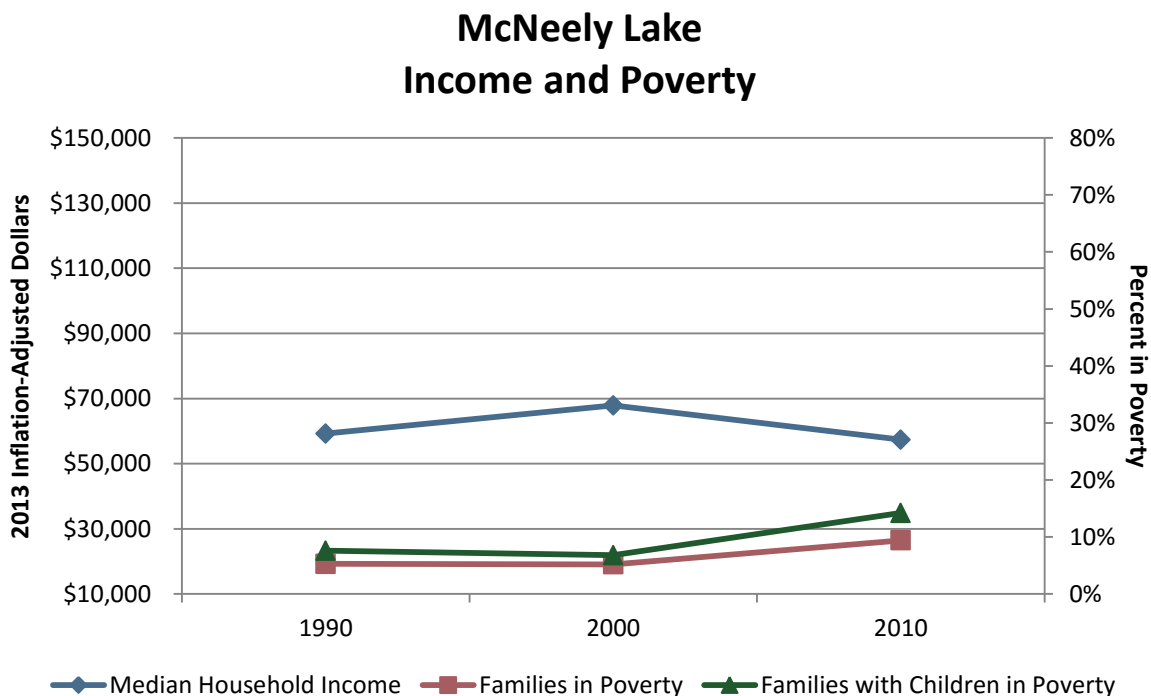


Figure 3.10.4. The McNeely Lake market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the McNeely Lake market area with income below the poverty line and the percentage of families with children in the McNeely Lake market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

From 1990 to 2010, the median home value in McNeely Lake increased by 63% in real terms, reaching a value of \$150,766 in 2010. The median contract rent for the area increased 27% since 1990 to reach \$739 per month in 2010 (see Figure 3.10.5). The increase in home value and rent combined with a decrease in household income increased the housing cost burden for the residents of the area. In 2010, 41% of renters were spending 30% or more of their income on rent, an increase from 26% in 1990. Homeowners also experienced an increase in housing cost

burden. In 2010, 24% of homeowners spent 30% or more of their income on housing costs, up from 13% in 1990.

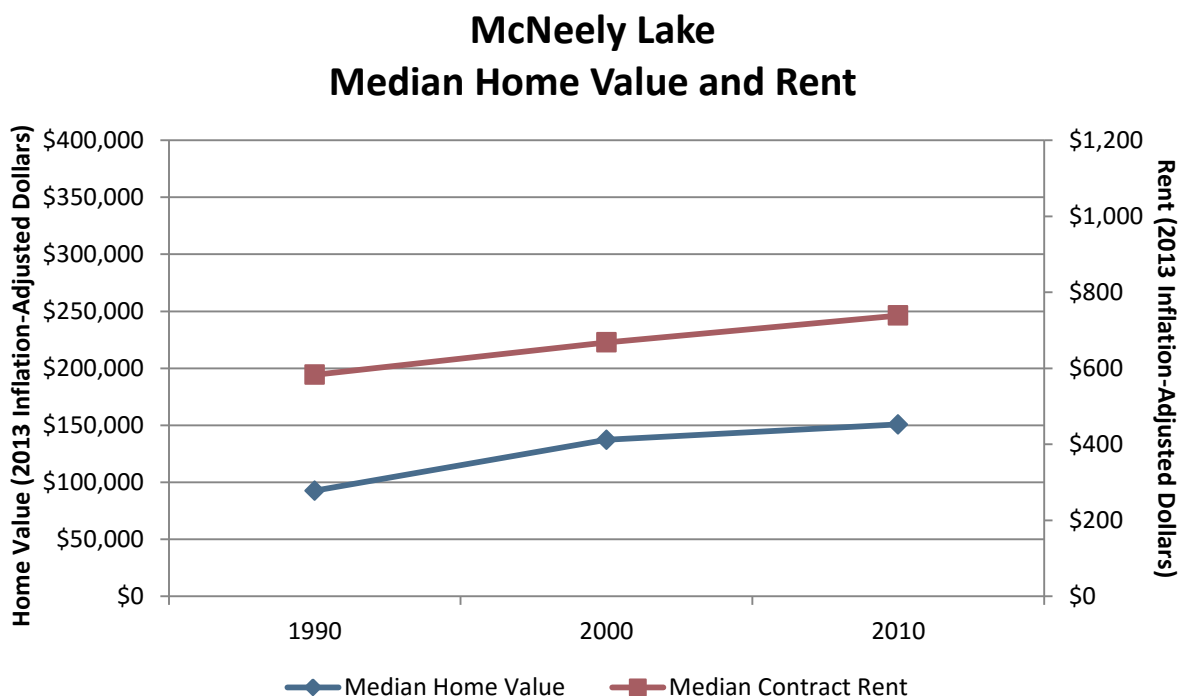


Figure 3.10.5. The median home value of owner-occupied housing units in the McNeely Lake market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the McNeely Lake market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commute times for the residents of the McNeely Lake market area remained relatively stable over time. In 2010, 66% of workers who do not work at home had a commute of less than 30 minutes and 97% of workers had a commute less than an hour. Similarly, the percent of households that did not have a vehicle also remained stable at 3% of households, the same amount from 20 years ago.

Housing Units

The total number of housing units in the McNeely Lake market area was 11,957 in 2010, an 86% increase since 1990. Of the total number of housing units in 2010, 5% were vacant, up from 3% in 1990. Of the 11,321 occupied housing units in 2010, 80% were owner-occupied and 20% were renter-occupied. Despite the substantial increase in housing units over the two decades, the proportion of homeowners to renters has remained stable since 1990.

Projections of Population and Households

The McNeely Lake market area is projected to grow by an additional 12,658 people, a 42% increase (see Table 3.10.2). Of the 21 market areas, McNeely Lake is expected to experience the fourth highest numeric change in population. It also ranks as the third highest in percentage change of population of all the market areas. Although tracts throughout the McNeely Lake market area are forecast to experience significant population growth, the largest growth is expected in the tract bordered by the Gene Snyder Freeway and Bardstown Road.

Projections of Total Population, 2010 - 2040 McNeely Lake Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 117.07	5,709	6,318	6,919	7,317	7,689	7,950	8,196	2,487	43.6%
Census Tract 117.08	4,678	5,552	6,418	6,965	7,487	7,713	7,925	3,247	69.4%
Census Tract 117.09	3,976	4,474	4,965	5,209	5,434	5,724	6,004	2,028	51.0%
Census Tract 117.10	2,670	2,815	2,957	3,033	3,097	3,150	3,197	527	19.7%
Census Tract 117.11	5,993	6,465	6,929	7,145	7,335	7,478	7,607	1,614	26.9%
Census Tract 117.12	4,161	4,673	5,178	5,598	5,998	6,155	6,300	2,139	51.4%
Census Tract 117.13	2,870	2,952	3,029	3,151	3,261	3,377	3,486	616	21.5%
McNeely Lake Total	30,057	33,249	36,394	38,418	40,302	41,545	42,715	12,658	42.1%

Table 3.10.2. Projections of total population in the McNeely Lake market area by census tract and year.

The McNeely Lake market area is projected to gain 5,504 households, amounting to a 49% increase (see Table 3.10.3). This market area ranks fifth highest in numeric gains of households and third highest in percentage change of households of the 21 market areas. The largest numeric change in households is expected in a western tract along Preston Highway, partially driven by this tract having the smallest household size within the market area. Other large household gains are forecast in tracts along Bardstown Road.

Projections of Total Households, 2010 - 2040 McNeely Lake Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 117.07	2,091	2,318	2,543	2,682	2,806	2,907	2,998	907	43.4%
Census Tract 117.08	1,782	2,088	2,391	2,556	2,705	2,784	2,853	1,071	60.1%
Census Tract 117.09	1,510	1,765	2,018	2,171	2,311	2,475	2,629	1,119	74.1%
Census Tract 117.10	1,057	1,137	1,216	1,256	1,289	1,314	1,335	278	26.3%
Census Tract 117.11	2,113	2,334	2,551	2,669	2,772	2,834	2,887	774	36.6%
Census Tract 117.12	1,672	1,955	2,235	2,468	2,686	2,783	2,871	1,199	71.7%
Census Tract 117.13	1,096	1,116	1,135	1,166	1,191	1,224	1,253	157	14.3%
McNeely Lake Total	11,321	12,713	14,088	14,970	15,760	16,321	16,825	5,504	48.6%

Table 3.10.3. Projections of households in the McNeely Lake market area by census tract and year.

Employment

The McNeely Lake market area had 7,848 full and part time jobs in 2013, accounting for just 2% of the jobs in Louisville Metro. Of these, the majority of 2013 jobs in the area were in the professional sector (see Figure 3.10.6). Some major employers include Lab Corp, National Processing Company, Passport Health and Electronic Arts. Employment in the trade sector was also relatively strong in the market area.

Although population growth in the McNeely Lake market area was considerable between 1990 and 2010, the development and expansion of residential neighborhoods in the area has been unaccompanied, as of yet, by the creation of any major new employment centers. Nonetheless, between 2002 and 2013 employment in the McNeely Lake market area more than doubled, with the area gaining 4,357 jobs (see Table 3.10.4). The largest growth by far was in the professional sector, which accounted for half of the job growth over this time. Other large job gains occurred in the trade and hospitality sectors. The moderate decline in the construction sector was the only job loss that occurred in the McNeely Lake area during this time.

McNeely Lake 2013 Employment by Sector

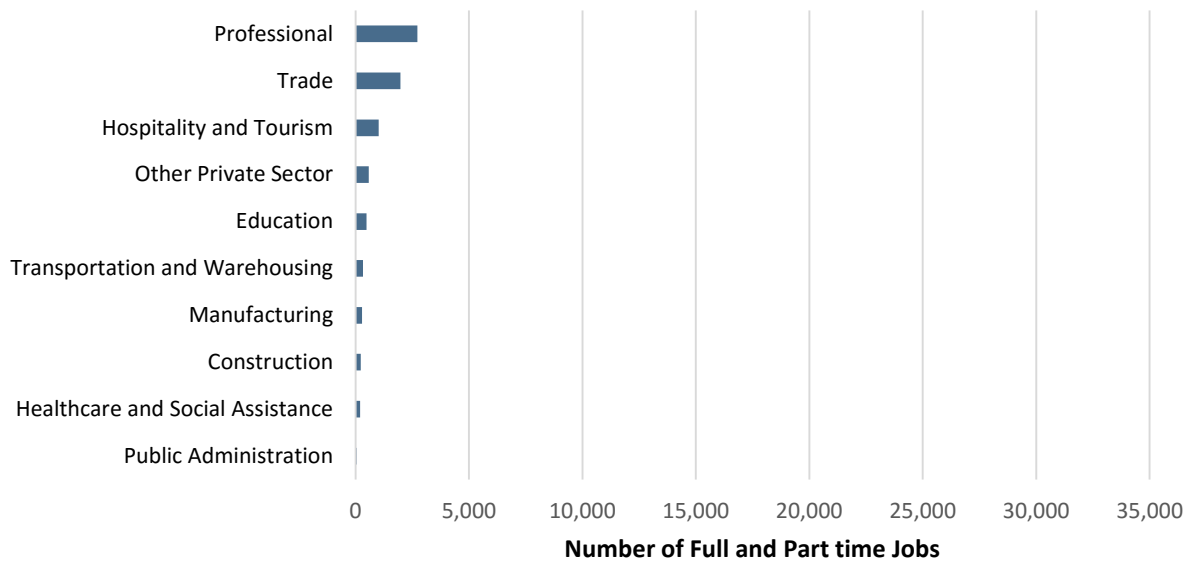


Figure 3.10.6. Full and part time employment by sector grouping in the McNeely Lake market area in 2013. Source: U.S. Census Bureau.

McNeely Lake Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-169	-42.3%
Manufacturing	208	297.1%
Trade	706	55.7%
Transportation and Warehousing	159	94.6%
Professional	2,052	306.3%
Education	61	14.6%
Health care	182	957.9%
Hospitality	668	192.0%
Other private sector	467	406.1%
Public sector	23	164.3%
McNeely Lake Total	4,357	124.8%

Table 3.10.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the McNeely Lake market area. Source: U.S. Census Bureau.

As shown in Figure 3.10.7, commuters working in the McNeely Lake market area appeared to be moving closer to their jobs over the period 2002-2013, the opposite trend from most other market areas. There was a 7% decrease in the percentage of commuters traveling greater than 50 miles. At the same time, there was a 5% increase in commuters driving between 10 and 24 miles, and a 2% increase in those traveling less than 10 miles.

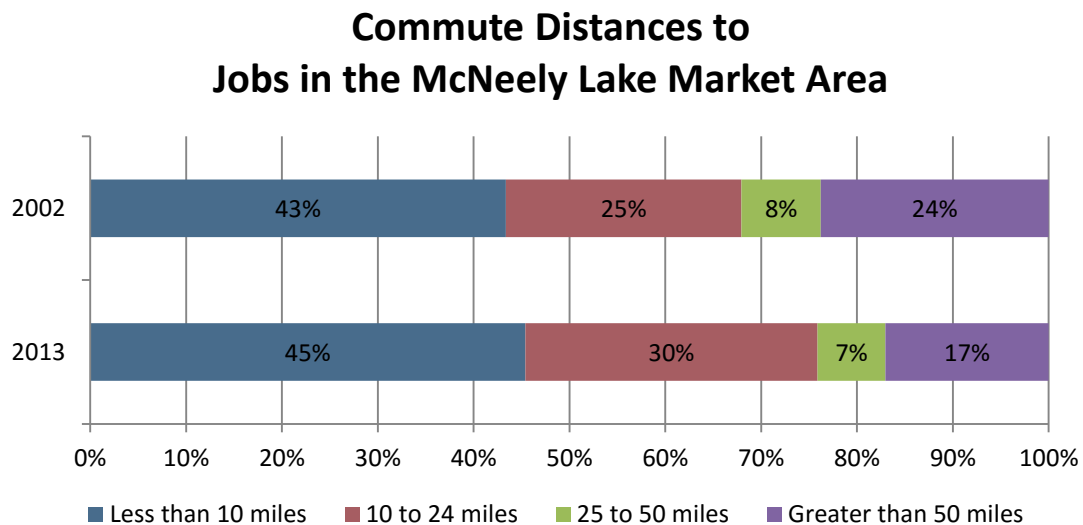


Figure 3.10.7. Commute distances workers traveled to jobs in the McNeely Lake market area in 2002 and 2013. Source: U.S. Census Bureau.

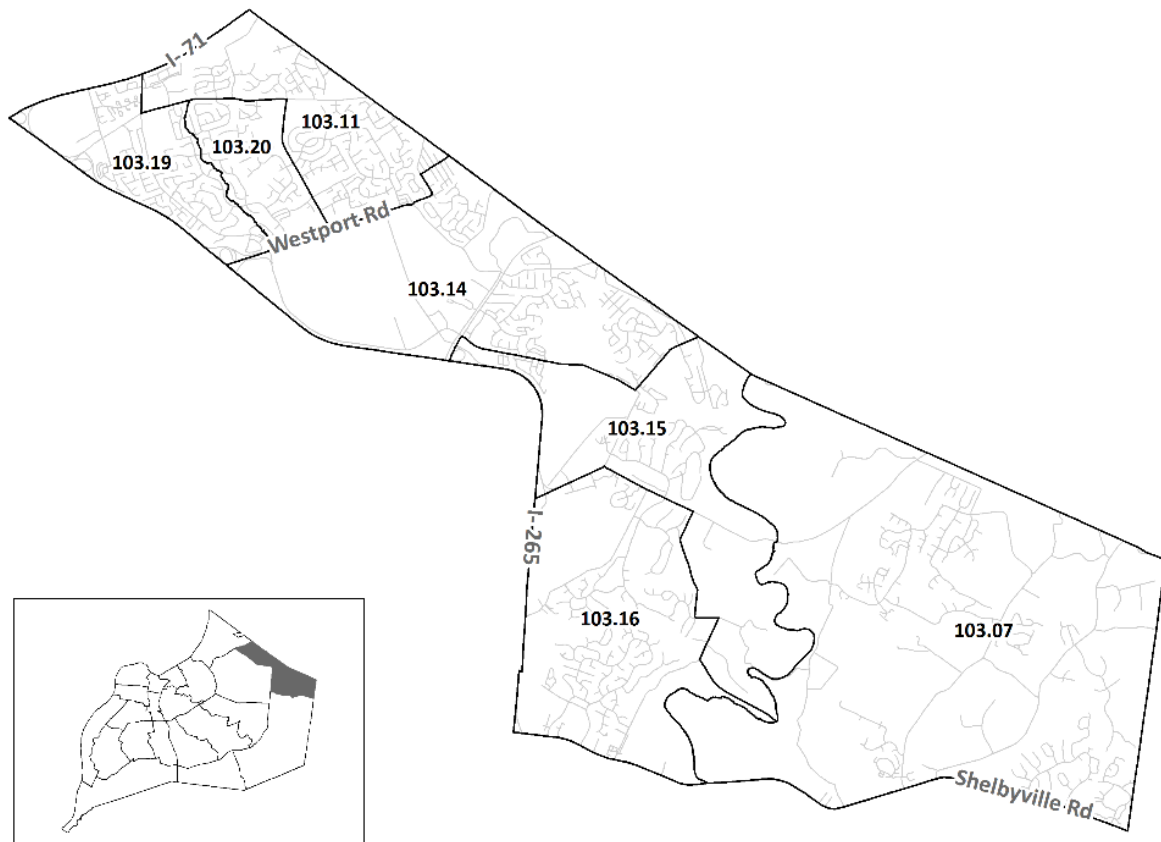
Employment Forecast

Total employment in the McNeely Lake market area is expected to see strong growth (see Table 3.10.5). The professional sector will lead job growth, adding over 5,000 new jobs between 2020 and 2040. Retail trade will add approximately 1,500 new jobs. Employment in most other sector in the market area will realize modest gains over the period.

Total Employment Forecast McNeely Lake Market Area				
2020	2025	2030	2035	2040
12,635	14,996	17,357	19,718	22,079

Table 3.10.5. Projections of total employment in the McNeely Lake market area by year.

North Floyd's Fork



People

Total population in the North Floyd's Fork market area was 33,806 in 2010, more than triple the 1990 population of 10,488. The population growth rate of North Floyd's Fork was the highest of all the market areas over this time period. Of the total population, 100% were living in households in 2010.

In the North Floyd's Fork market area males made up 49% of the population in 2010, while females made up 51%. Gender makeup of the market area has been consistent since 1990.

Of the 2010 population in the North Floyd's Fork market area, 28% were age 17 and under, 59% were age 18 to 59, 13% age 60 and older, and 2% aged 75 and older. Since 1990, the largest change occurred in the 18 to 59 and 60 and older age groups. The population age 18 to 59 decreased 5 percentage points since 1990, while the 60 and older age group increased 7 percentage points. Despite these relative changes, adults age 35 to 49 made up a full quarter

of the market area's population in 2010 (see Figure 3.11.1). North Floyd's Fork has a noticeably small percentage in the 15-24 age groups, likely the result of these individuals attending college outside of the market area.

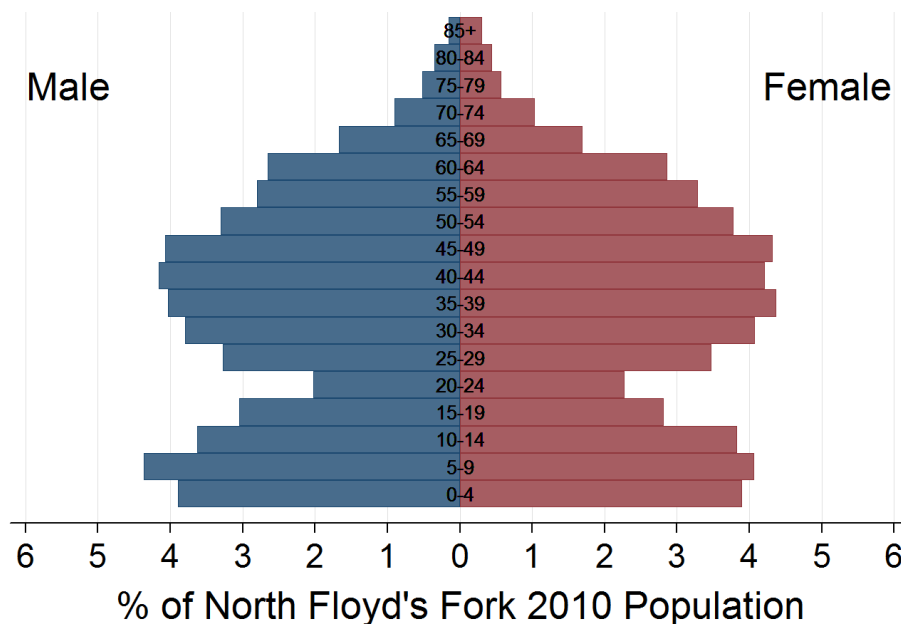


Figure 3.11.1. Population pyramid of the North Floyd's Fork market area. Source: U.S. Census Bureau.

The percentage of non-Hispanic White and non-Hispanic Black population residing in North Floyd's Fork declined between 1990 and 2010, while the proportion of other population groups increased (see Table 3.11.1). The largest numeric growth occurred in the foreign-born population, which at its 2010 level of 10% was higher than the 7% foreign-born population of Louisville Metro. This increase in the foreign-born population led to an increase in the population age five and over unable to speak English well, rising from 0.6% in 1990 to 2% in 2010.

Owing perhaps to a substantial influx of new households over the past two decades, educational attainment in the North Floyds Fork market area increased considerably since 1990 (see Figure 3.11.2), and is significantly higher than that of Louisville Metro. The percentage of area residents with a Bachelor's degree or higher increased from 30% in 1990 to 53% in 2010. Those without a high school diploma decreased from 11% in 1990 to 3% in 2010, as did the population with a high school diploma but no Bachelor's degree, dropping from 60% in 1990 to 44% in 2010.

North Floyd's Fork Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	82.4%	79.5%	75.8%
Non-Hispanic Black	15.5%	13.5%	12.2%
Non-Hispanic Asian	0%	2.3%	5.7%
Non-Hispanic Other	0%	2%	2.4%
Hispanic	0%	2.7%	3.9%
Foreign Born	2.2%	4.4%	10.3%

Table 3.11.1. Race, ethnicity, and nativity of the North Floyd's Fork market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

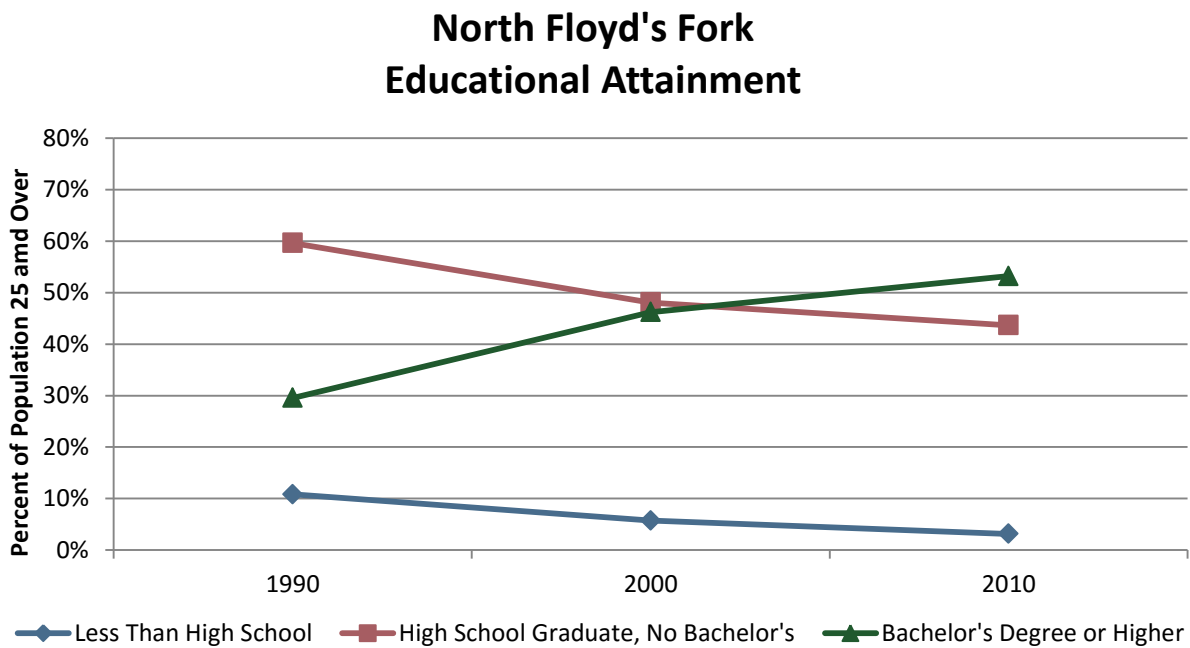


Figure 3.11.2. Percentage of the population 25 years and over in the North Floyd's Fork market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The number of individuals who had never been married remained consistent since 1990. In 2010, 25% of the population age 15 and over had never been married, a slight increase from 22% in 1990, but lower than the 33% of the population reported for Louisville Metro in 2010.

Households and Families

In 2010, there were 12,996 households in the North Floyd's Fork market area, more than triple the 3,785 households in 1990. Of the total number of households in 2010, 72% were family households, a decline of 4 percentage points since 1990, but still higher than the rate for Louisville Metro. Meanwhile, the percentage of households that are individuals living alone increased from 19% in 1990 to 23% in 2010. Average household size decreased from 2.77 in 1990 to 2.60 in 2010 (see Figure 3.11.3).

Of the 9,370 family households living in North Floyd's Fork in 2010, 83% were married couple families and 13% female-headed families. Average family size decreased from 3.21 in 1990 to 3.09.

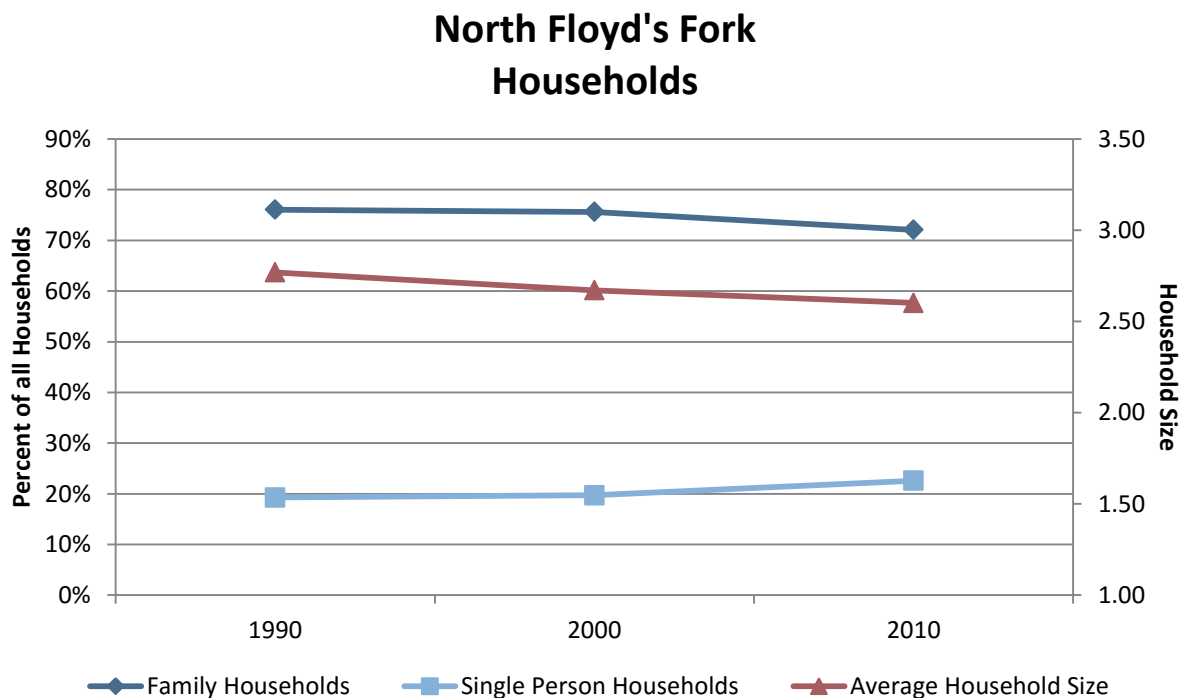


Figure 3.11.3. The percentage of all households in the North Floyd's Fork market area that are family households or individuals living alone by decade (left axis); average household size in the North Floyd's Fork market area in each decade (right axis). Source: U.S. Census Bureau.

Median household income in the North Floyd's Fork market area increased 14% in real terms between 1990 and 2010 from \$78,151 to \$89,239, however this 2010 level is a 15% decline from the median income in 2000 (see Figure 3.11.4). Reflecting this more recent decline, poverty rates in the area doubled between 2000 and 2010. The percentage of families living in

poverty grew from 2% in 2000 to 4% in 2010, while the percent of families with children living in poverty increased from 3% in 2000 to 6% in 2010. Poverty rates in North Floyd's Fork are substantially lower than in the county as a whole.

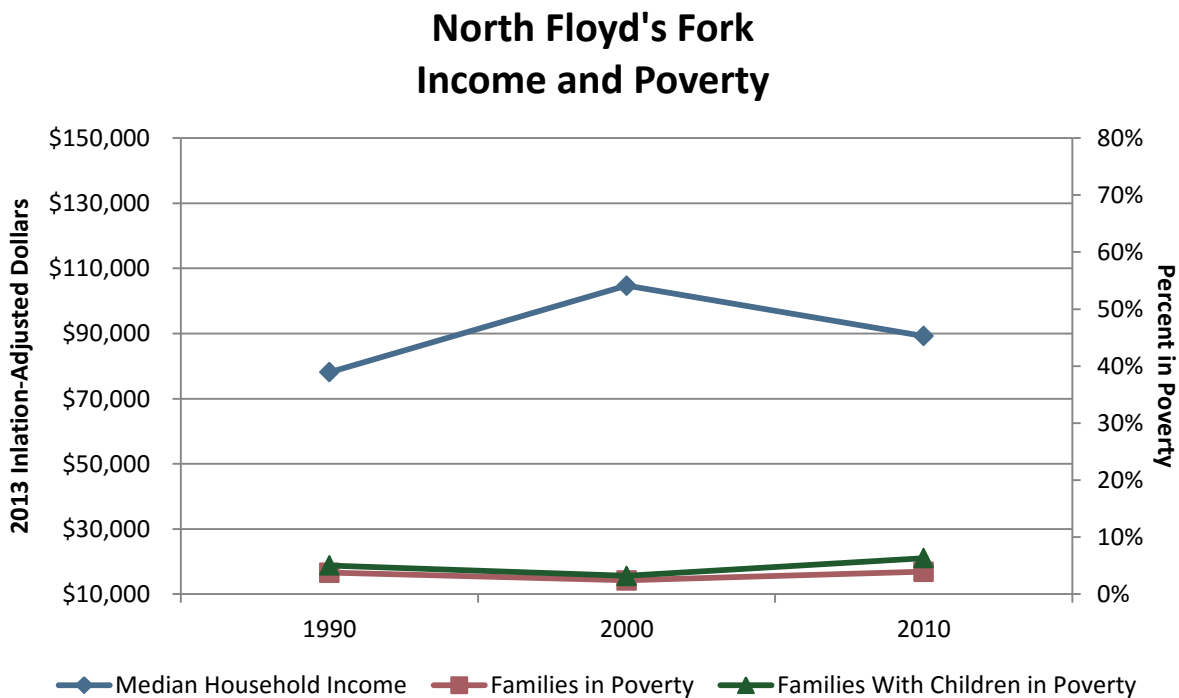


Figure 3.11.4. The North Floyd's Fork market area's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the North Floyd's Fork market area with income below the poverty line and the percentage of families with children in the North Floyd's Fork market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

Median home value and median contract rent in the North Floyd's Fork market area both increased since 1990, as shown in Figure 3.11.5. Median home value increased 40% from \$194,399 in 1990 to \$272,749 in 2010, adjusting for inflation, while rent increased 30% from \$615 to \$797, also adjusting for inflation. Housing cost burden also increased in this area. In 2010, 32% of renters and 21% of homeowners were using 30% or more of their total income on housing costs. This is an increase of 5 percent and 6 percent, respectively, over the 1990 proportions.

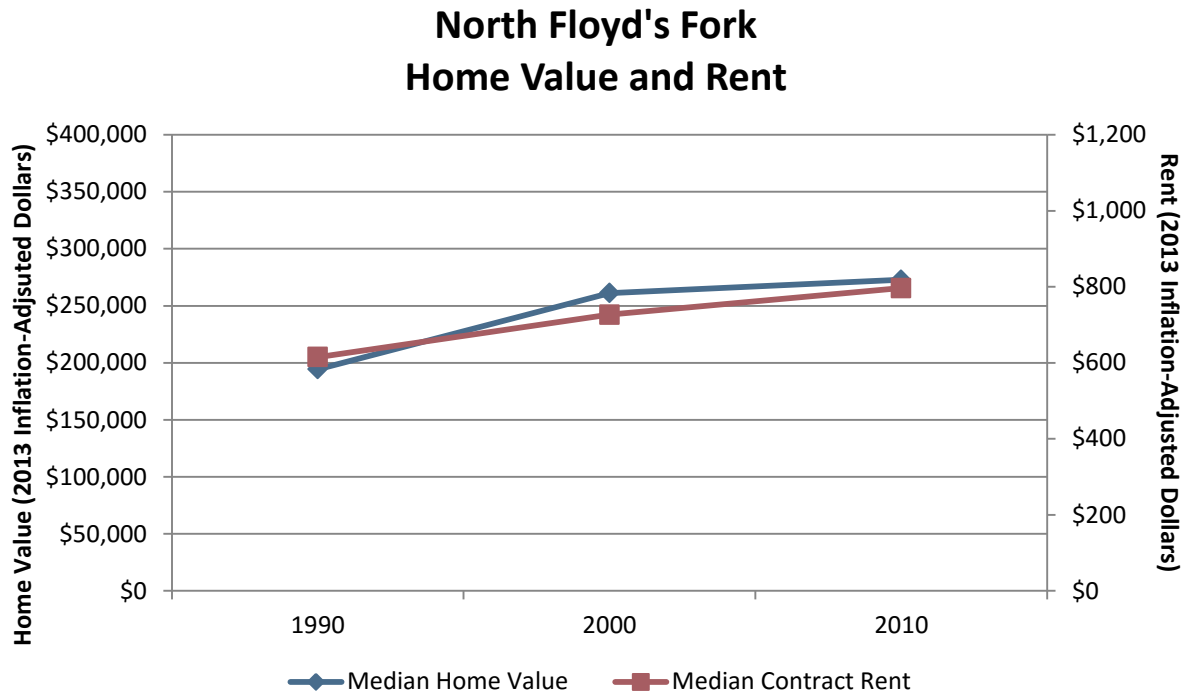


Figure 3.11.5. The median home value of owner-occupied housing units in the North Floyd’s Fork market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the North Floyd’s Fork market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times of workers who live in the North Floyd’s Fork market area have increased since 1990. The percentage of workers living in the North Floyd’s Fork market area who commute 30 to 59 minutes to work increased from 24% in 1990 to 31% in 2010. Only 2% of households in the market area are without a car, considerably lower than the 10% rate of Louisville Metro.

Housing Units

In 2010, there were 13,842 total housing units in the North Floyd’s Fork market area, more than triple the number of housing units in the area in 1990. 94% of the 2010 housing units were occupied while 6% were vacant. Of the 12,966 occupied housing units, 76% were owner occupied and the remaining 24% were renter occupied. While the overall occupancy rate remained consistent since 1990, the percentage of owner-occupied housing units surged 12 percentage points from 64% in 1990.

Projections of Population and Households

The population within the North Floyd's Fork market area is projected to grow by 14,576 persons between 2010 and 2040, a 43% increase (see Table 3.11.2). This population growth ranks third highest in numeric terms and second highest in percentage terms of population change in the 21 market areas. Sizeable population growth is forecast throughout the North Floyd's Fork market area. The largest population growth is expected in the east of the market area, bordered by Shelbyville Road and the county line. The smallest population growth is forecast in a tract north of Westport Road that does not contain a significant portion of undeveloped land.

Projections of Total Population, 2010 - 2040 North Floyd's Fork Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 103.07	4,975	6,089	7,195	7,643	8,063	8,387	8,695	3,720	74.8%
Census Tract 103.11	7,146	8,234	9,311	9,652	9,959	10,206	10,434	3,288	46.0%
Census Tract 103.14	6,230	6,549	6,858	7,196	7,507	7,647	7,774	1,544	24.8%
Census Tract 103.15	2,794	3,333	3,868	4,193	4,503	4,657	4,803	2,009	71.9%
Census Tract 103.16	4,751	5,269	5,779	6,201	6,600	6,763	6,914	2,163	45.5%
Census Tract 103.19	4,444	4,902	5,353	5,502	5,631	5,749	5,856	1,412	31.8%
Census Tract 103.20	3,466	3,518	3,566	3,691	3,802	3,857	3,905	439	12.7%
North Floyd's Fork Total	33,806	37,895	41,930	44,078	46,064	47,265	48,382	14,576	43.1%

Table 3.11.2. Projections of total population in the North Floyd's Fork market area by census tract and year.

The North Floyd's Fork market area is projected to gain 6,608 households between 2010 and 2040, a 51% increase (see Table 3.11.3). Of the 21 market areas, household growth in North Floyd's Fork ranks third highest in numeric terms and second highest in percentage terms. While household growth is expected throughout the market area, the largest numeric gains of households are in tracts with the smallest household size. On the other hand, the tract with the largest population gains also has the largest household size within the market area, so that household growth occurs at a slower pace than population change.

Projections of Total Households, 2010 - 2040 North Floyd's Fork Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 103.07	1,772	2,112	2,449	2,522	2,579	2,618	2,647	875	49.4%
Census Tract 103.11	2,903	3,418	3,929	4,143	4,331	4,450	4,552	1,649	56.8%
Census Tract 103.14	2,101	2,197	2,290	2,403	2,501	2,545	2,581	480	22.8%
Census Tract 103.15	1,178	1,447	1,714	1,858	1,990	2,057	2,116	938	79.6%
Census Tract 103.16	1,698	2,054	2,407	2,723	3,022	3,139	3,244	1,546	91.0%
Census Tract 103.19	1,930	2,220	2,506	2,637	2,753	2,812	2,862	932	48.3%
Census Tract 103.20	1,414	1,448	1,479	1,529	1,570	1,588	1,601	187	13.2%
North Floyd's Fork Total	12,996	14,896	16,775	17,815	18,746	19,208	19,604	6,608	50.8%

Table 3.11.3. Projections of households in the North Floyd's Fork market area by census tract and year.

Employment

Since 1990, the North Floyd's Fork market area has been the site of dramatic growth in population and housing, accompanied by extensive residential and neighborhood development. Preceding this population boom was Ford's Kentucky Truck Plant, opened in 1969 at a site near the junction of Westport Road and the Gene Snyder Freeway and now one of Metro's largest manufacturing employers.

In 2013, the total number of full and part time jobs in the North Floyd's Fork market area was 12,182, which represented 3% of the jobs in Louisville Metro. The manufacturing sector accounted for nearly half of the market area's jobs (see Figure 3.11.6), with major manufacturing employers including but not limited to Ford Motor Company, Ralcorp Frozen Bakery Products, Deco Paper Products and Steel Technologies. Dana Corp is also a major employer and supplier to the manufacturing industry.

Between 2002 and 2013, total employment in the North Floyd's Fork market area more than doubled with the addition of 6,772 jobs (see Table 3.11.4). Despite the continuing contraction of the manufacturing sector in the United States during the period, job growth in North Floyd's Fork during this time was dominated by the manufacturing sector. There were also considerable employment gains in the professional, hospitality, and health care sectors. Moderate job loss in transportation and warehousing was the only sector decline in North Floyd's Fork during this time.

North Floyd's Fork 2013 Employment by Sector

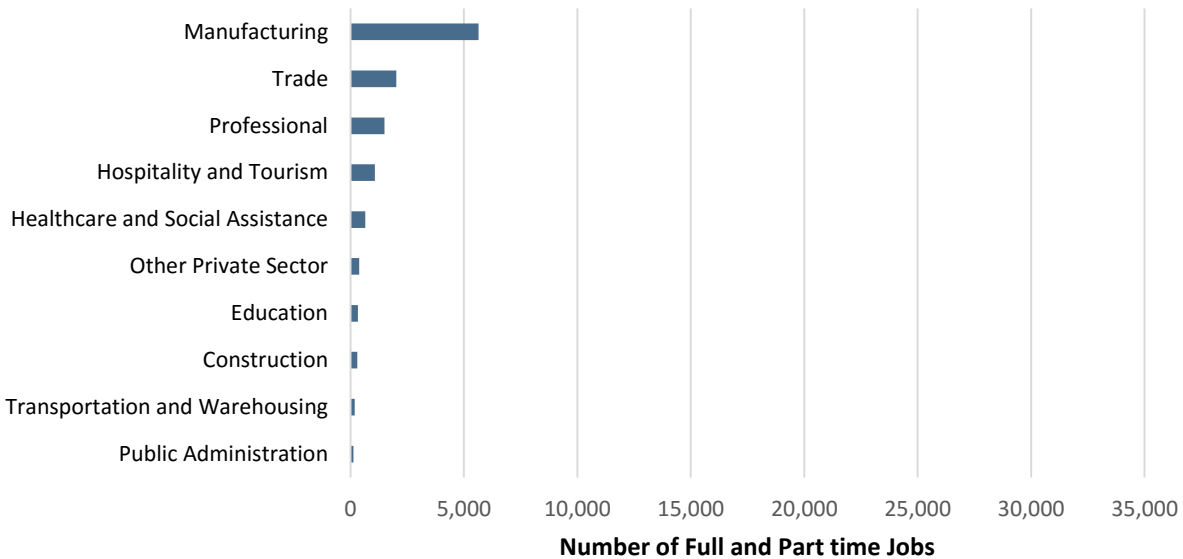


Figure 3.11.6. Full and part time employment by sector grouping in the North Floyd's Fork market area in 2013. Source: U.S. Census Bureau.

North Floyd's Fork Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	39	15.1%
Manufacturing	4,461	378.7%
Trade	344	20.6%
Transportation and Warehousing	-281	-60.7%
Professional	806	117.0%
Education	72	29.0%
Health care	526	453.4%
Hospitality	572	114.9%
Other private sector	139	56.0%
Public sector	94	235.0%
North Floyd's Fork Total	6,772	125.2%

Table 3.11.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the North Floyd's Fork market area. Source: U.S. Census Bureau.

As shown in Figure 3.11.7, commuting distances to jobs in the North Floyd’s Fork market area remained largely unchanged over the 2002-2013 period. Only slightly more than a third of commuters working in the area travel less than 10 miles to work, while 20% travel over 25 miles.

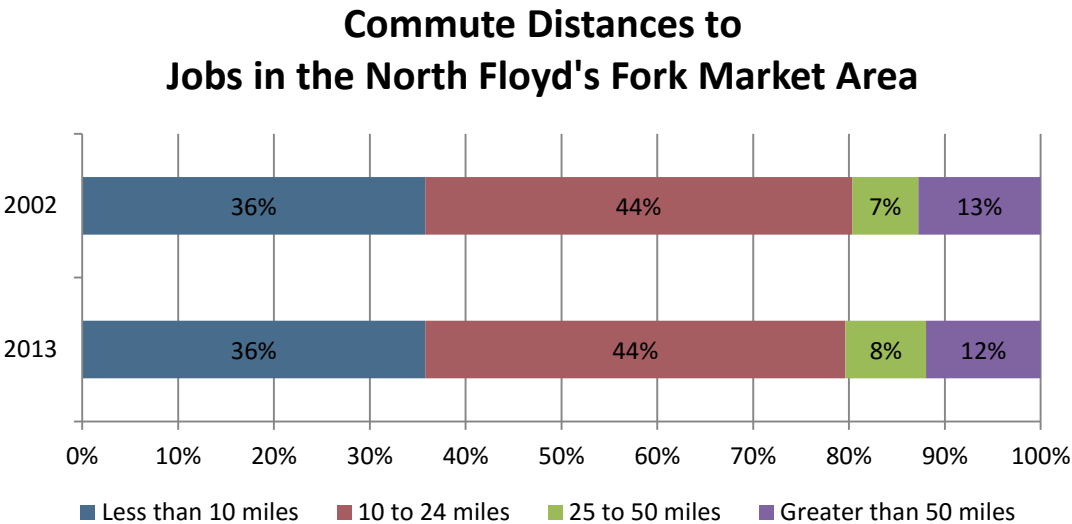


Figure 3.11.7. Commute distances workers traveled to jobs in the North Floyd’s Fork market area in 2002 and 2013. Source: U.S. Census Bureau.

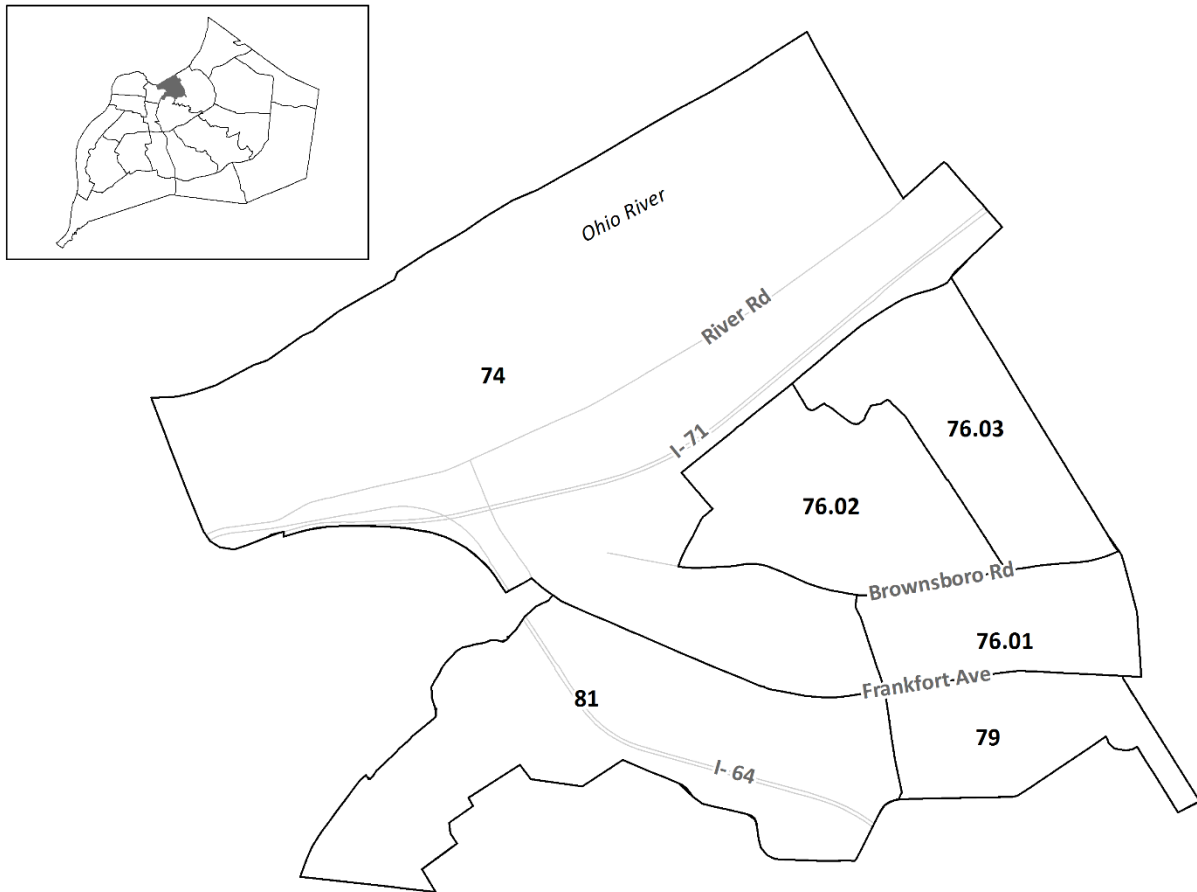
Employment Forecast

Total employment in the North Floyd’s Fork market area is expected to grow substantially over the forecast period (see Table 3.11.5), led by gains in manufacturing employment. Other growth sectors include the professional sector (about 3,000 employees), hospitality (about 2,700 employees) and retail trade (about 2,300 employees).

Total Employment Forecast North Floyd's Fork Market Area				
2020	2025	2030	2035	2040
14,668	17,499	20,330	23,161	25,991

Table 3.11.5. Projections of total employment in the North Floyd’s Fork market area by year.

Northeast Core



People

In 2010, the population of the Northeast Core market area was 15,054 – a 7% decrease from 1990. 97% of the total population resided in households, and 3% in group quarters, a constant proportion from 1990 through 2010. In each decade, the percentages of children under 18, adults age 18 to 59, and persons age 60 and above also remained relatively constant. The Northeast Core is the 2nd smallest of the 21 market areas (after Downtown) in terms of geographic area.

From a 47% to 53%, male-to-female distribution in both 1990 and 2000, Northeast Core's population was near-evenly distributed between males and females in 2010, 49% to 51%.

The 2010 age distribution of the Northeast Core illustrated in Figure 3.12.1 displays the large proportion of young adults living in the area. The population age 25 to 34 comprised 23% of

the total 2010 population. This pattern of age distribution is very different than that observed in most of the other market areas, with the exception of the University market area.

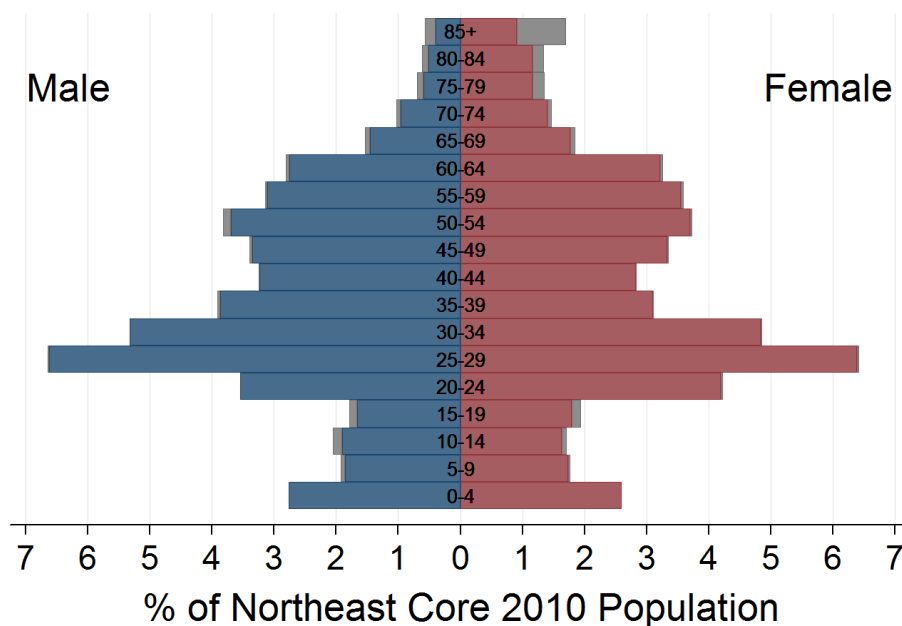


Figure 3.12.1. Population pyramid of the Northeast Core market area. Source: U.S. Census Bureau.

Between 1990 and 2010, non-Hispanic Whites remained the substantial majority within Northeast Core, although their numbers as a percentage declined from 89% in 1990 to 81% of the total population in 2010 (see Table 3.12.1). Meanwhile, the percentage of non-Hispanic Blacks rose to 11% of the area population, and the numbers and percentages of Asians, foreign-born, Hispanics and others increased modestly. Despite the increase in foreign-born, less than one percent of the population 5 years and older did not speak English well in 2010.

Northeast Core Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	89.3%	83.5%	81.0%
Non-Hispanic Black	8.9%	11.1%	11.3%
Non-Hispanic Asian	0.8%	1.5%	2.2%
Non-Hispanic Other	0.3%	1.8%	2.3%
Hispanic	0.8%	2.2%	3.2%
Foreign Born	2.1%	3.7%	5.5%

Table 3.12.1. Race, ethnicity, and nativity of the Northeast Core market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

As shown in Figure 3.12.2, from 1990 to 2010 educational attainment improved significantly for adults in the area 25-years and older, with the greatest change among those attaining a high school diploma and those with a Bachelor's degree or better. The percentage of those without a high school diploma decreased from 25% in 1990 to 9% in 2010, while the percentage of those with a high school diploma but without a four-year college degree increased slightly, from 44% to 47%. Perhaps the most dramatic change was among those attaining a Bachelor's degree or better, from 30% of the population in 1990 to 44% in 2010 – a rate that exceeds the 30% college degree holders in Louisville Metro.

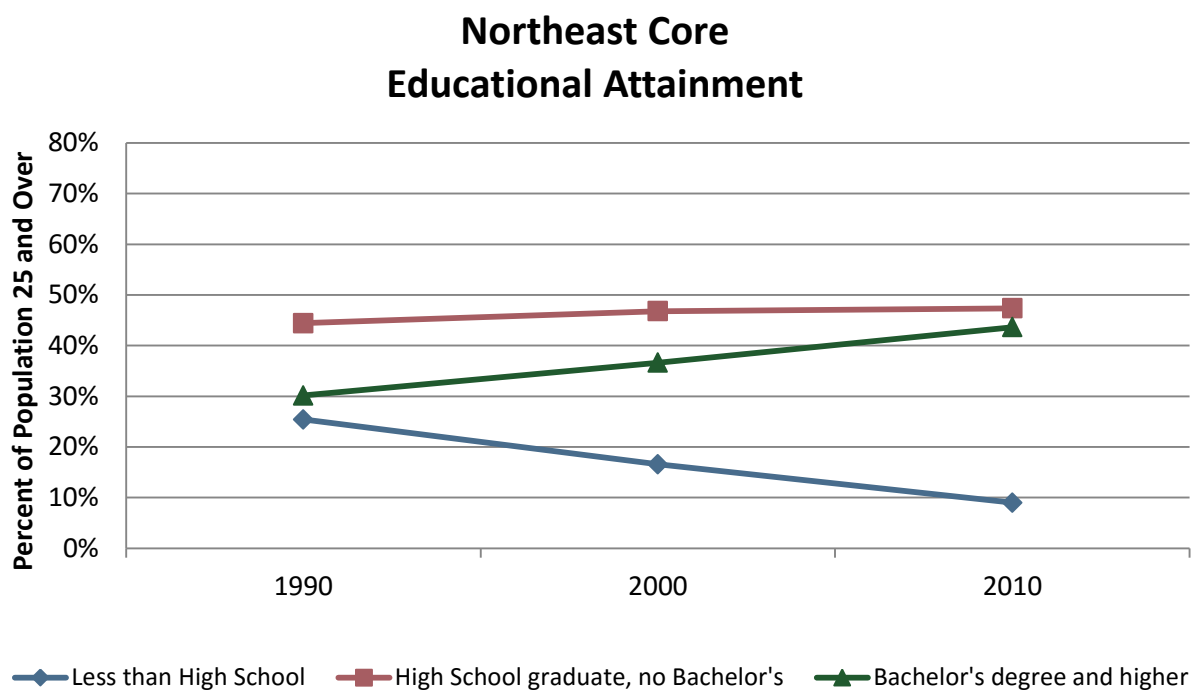


Figure 3.12.2. Percentage of the population 25 years and over in the Northeast Core market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Households and Families

Despite the population loss experienced between 1990 and 2010, Northeast Core added about 160 households between 1990 and 2010, a 2% increase to a total of 7,904 households. Of these, 39% were family households, a decline from 49% in 1990, and one of the lowest rates of family households among the market areas. In 2010, nearly half (49%) of all households were individuals living alone, up from 42% in 1990. The average household size declined between 1990 and 2010 from 2.02 to 1.85 (see Figure 3.12.3).

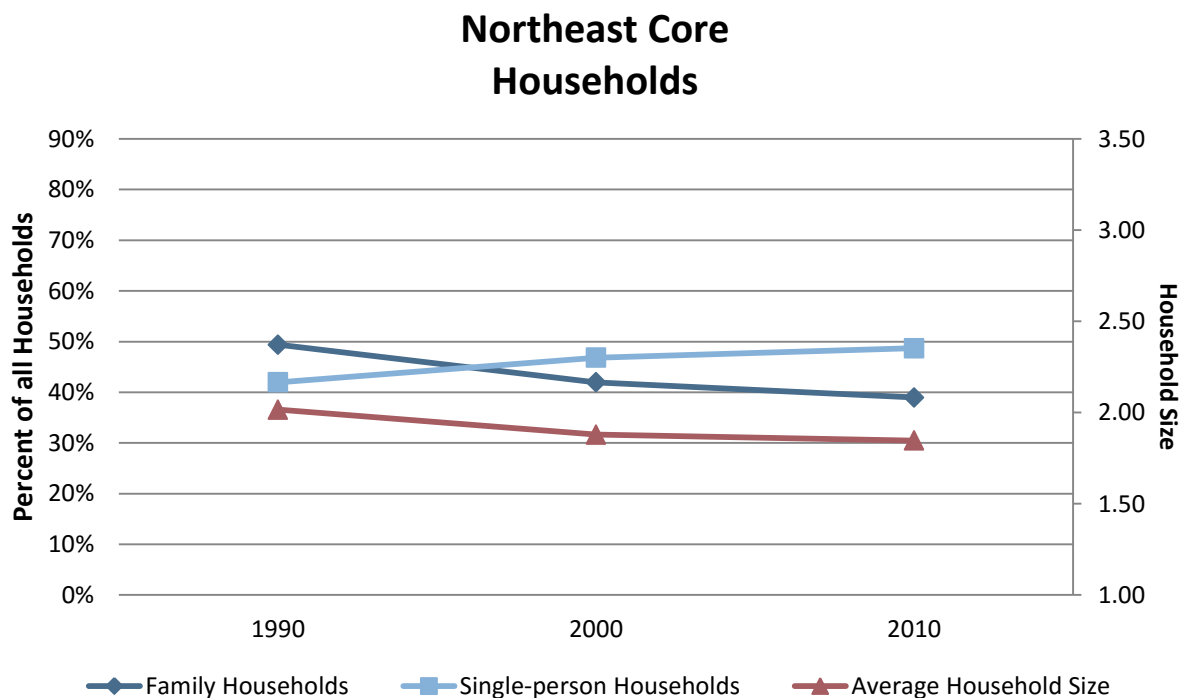


Figure 3.12.3. The percentage of all households in the Northeast Core market area that are family households or individuals living alone by decade (left axis); average household size in the Northeast Core market area in each decade (right axis). Source: U.S. Census Bureau.

The number of family households in Northeast Core fell over 19% between 1990 and 2010, from 3,824 to 3,080. Of the 2010 family households, 67% were married couples and 7% were female-headed families. Between 1990 and 2010, the number of single parent families with children fell by 16%, while the number of married-couple families with children declined over 28%. The average family size declined over the time, from 2.79 in 1990 to 2.71 in 2010.

Median household income in Northeast Core declined 7% (inflation-adjusted) between 1990 and 2010, to \$39,562 (see Figure 3.12.4). The poverty rate changed only slightly over the period. In 2010, 11% of family households and 21% of all families with children were in poverty.

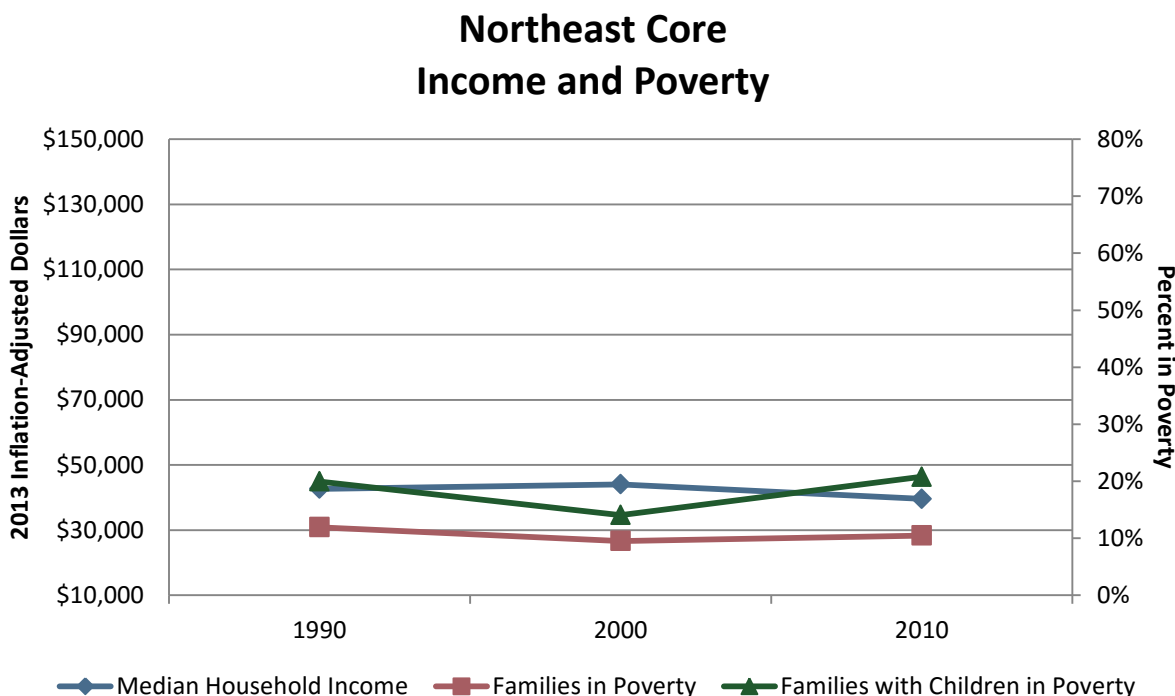


Figure 3.12.4. The Northeast Core market area's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Northeast Core market area with income below the poverty line and the percentage of families with children in the Northeast Core market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

In 2010, the median home value in Northeast Core was \$150,756, an increase of 70% over the 1990 value in real terms. Median rents also rose, although much more modestly, from \$537 in 1990 to \$589 in 2010, a 10% increase adjusting for inflation (see Figure 3.12.5). Despite this modest rise, the percent of households paying rent exceeding 30% of income increased from 32% in 1990 to 44% in 2010. The percent of owner-occupants with housing costs 30% of income or higher doubled from 1990 to 2010, perhaps reflecting the substantial increase in the value of homes in the area over the same period.

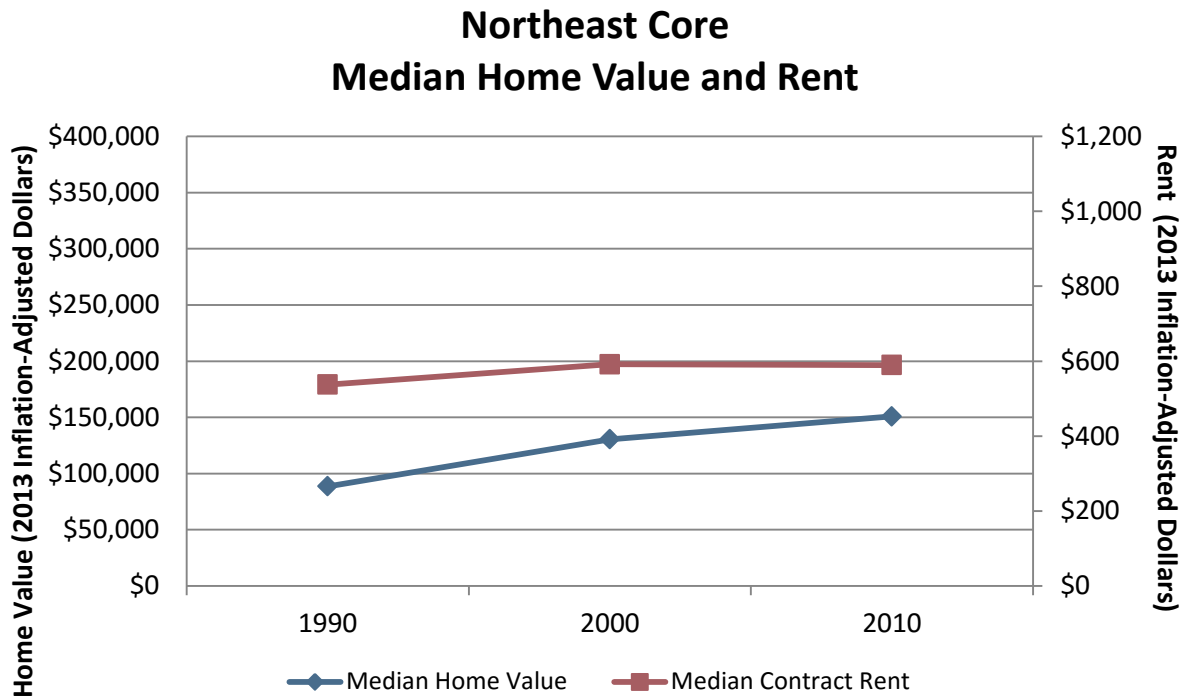


Figure 3.12.5. The median home value of owner-occupied housing units in the Northeast Core market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Northeast Core market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times for workers living in the Northeast Core changed little between 1990 and 2010. In 2010, 86% of workers spent less than 30 minutes daily commuting to their jobs, and just 12% spent 30 minutes to an hour commuting to work. 11% of households in the Northeast Core were without a car, down from 13% in 1990.

Housing Units

The housing market in Northeast Core remained stable between 1990 and 2010. The area experienced a 3% increase in total housing units 1990 and 2010, from 8,437 units in 1990 to 8,692 in 2010, as well as a small increase in vacancies, from 8% to 9%. Of all occupied units, owner-occupancy increased from 41% in 1990 to 46% in 2010. This is the opposite of the trend realized in the other Core market areas.

Projections of Population and Households

The Northeast Core market area is projected to experience a slight increase in population, gaining 118 persons between 2010 and 2040, or a 1% increase (see Table 3.12.2). Tracts in the north of the market area are forecasted to gain population, while the tract in the southwest corner of the market area is forecasted to lose population. Overall the population change in this market area is fairly small, indicating a stabilized area.

Projections of Total Population, 2010 - 2040 Northeast Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 74	2,049	2,075	2,098	2,147	2,189	2,246	2,299	250	12.2%
Census Tract 76.01	1,949	1,928	1,904	1,907	1,903	1,906	1,907	-42	-2.2%
Census Tract 76.02	3,634	3,625	3,611	3,657	3,689	3,757	3,818	184	5.1%
Census Tract 76.03	2,503	2,489	2,471	2,490	2,499	2,520	2,536	33	1.3%
Census Tract 79	1,808	1,795	1,780	1,791	1,795	1,815	1,832	24	1.4%
Census Tract 81	3,111	3,042	2,969	2,922	2,864	2,824	2,779	-332	-10.7%
Northeast Core Total	15,054	14,955	14,834	14,914	14,938	15,068	15,172	118	0.8%

Table 3.12.2. Projections of total population in the Northeast Core market area by census tract and year.

Households within the Northeast Core market area are projected to grow by an additional 281 households between 2010 and 2040, a 4% increase (see Table 3.12.3). Household growth actually exceeds population growth in the Northeast Core, due to small household sizes in this market area. The largest household gains are expected in northern tracts of the Northeast Core, while small household declines are predicted in eastern tracts.

Projections of Total Households, 2010 - 2040 Northeast Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 74	1,014	1,039	1,062	1,088	1,108	1,141	1,170	156	15.4%
Census Tract 76.01	1,023	1,008	991	980	963	957	948	-75	-7.3%
Census Tract 76.02	1,979	2,007	2,032	2,074	2,103	2,156	2,202	223	11.3%
Census Tract 76.03	1,330	1,316	1,300	1,294	1,280	1,281	1,278	-52	-3.9%
Census Tract 79	924	922	918	927	931	942	951	27	2.9%
Census Tract 81	1,634	1,638	1,640	1,647	1,644	1,644	1,638	4	0.2%
Northeast Core Total	7,904	7,929	7,943	8,011	8,029	8,121	8,185	281	3.6%

Table 3.12.3. Projections of households in the Northeast Core market area by census tract and year.

Employment

The Northeast Core had 9,185 full and part time jobs located in the area in 2013, 2% of the jobs in Louisville Metro. Although employment in the Northeast Core was well-distributed among all sectors in 2013, almost half of all workers were employed in healthcare and social assistance, professional services, or hospitality and tourism (see Figure 3.12.6). The most dominant of these was healthcare and social assistance, which supplied over a quarter of Northeast Core jobs in 2013. Large employers in this sector include the St. Joseph Child Development Center, Golden Living Center, and Mercy Sacred Heart Village. Meanwhile, the trade sector constituted over 10% of the area jobs, at centers and locations on lower Brownsboro Road and Frankfort Avenue.

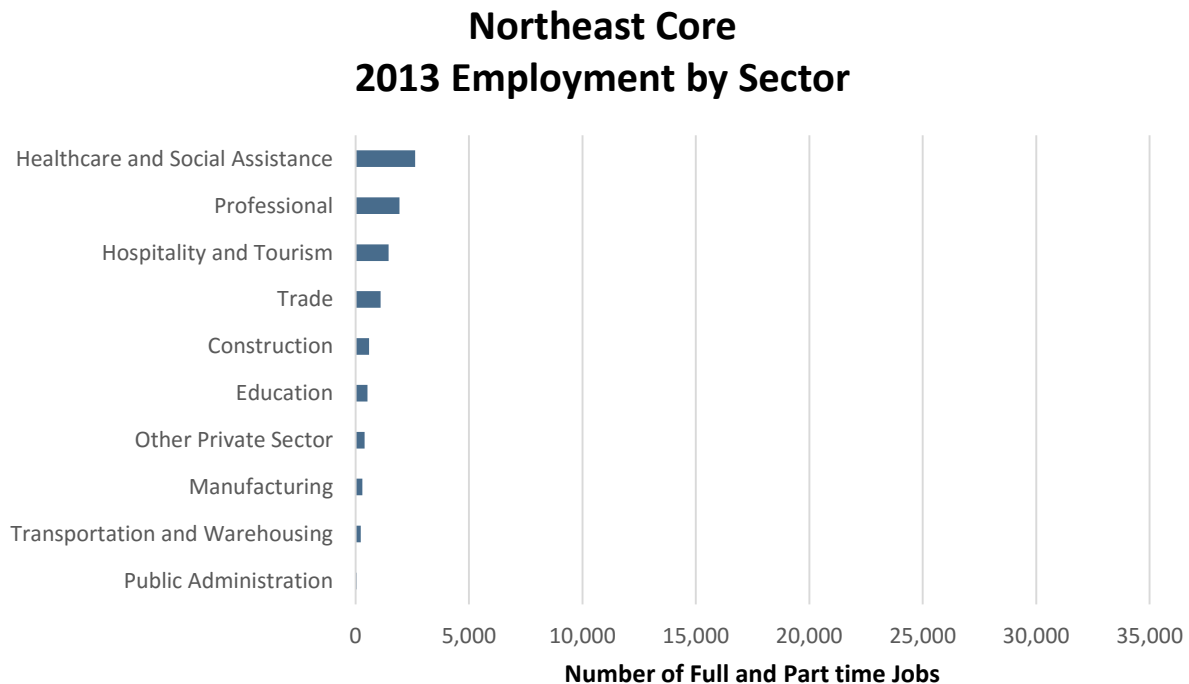


Figure 3.12.6. Full and part time employment by sector grouping in the Northeast Core market area in 2013. Source: U.S. Census Bureau.

Between 2002 and 2013 the Northeast Core market area gained 2,371 jobs, an increase of 35% (see Table 3.12.4). The health care sector led the job growth by far, followed by gains in the hospitality, professional, education, and transportation and warehousing sectors. Employment loss in the market area occurred in the manufacturing and trade sectors.

Northeast Core Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	8	1.4%
Manufacturing	-531	-64.4%
Trade	-286	-20.6%
Transportation and Warehousing	147	175.0%
Professional	338	21.2%
Education	224	76.6%
Health care	1,904	263.7%
Hospitality	544	59.5%
Other private sector	20	5.3%
Public sector	3	9.1%
Northeast Core Total	2,371	34.8%

Table 3.12.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Northeast Core market area. Source: U.S. Census Bureau.

Workers commuting to jobs in the Northeast Core market area were traveling from greater distances in 2013 than in 2002, as shown in Figure 3.12.7. In 2013, 59% of all commuters traveled less than 10 miles to their workplace in the Northeast Core, versus 66% in 2002. Meanwhile, 5% more of the area's in-commuters were traveling 10 to 24 miles to work in 2013.

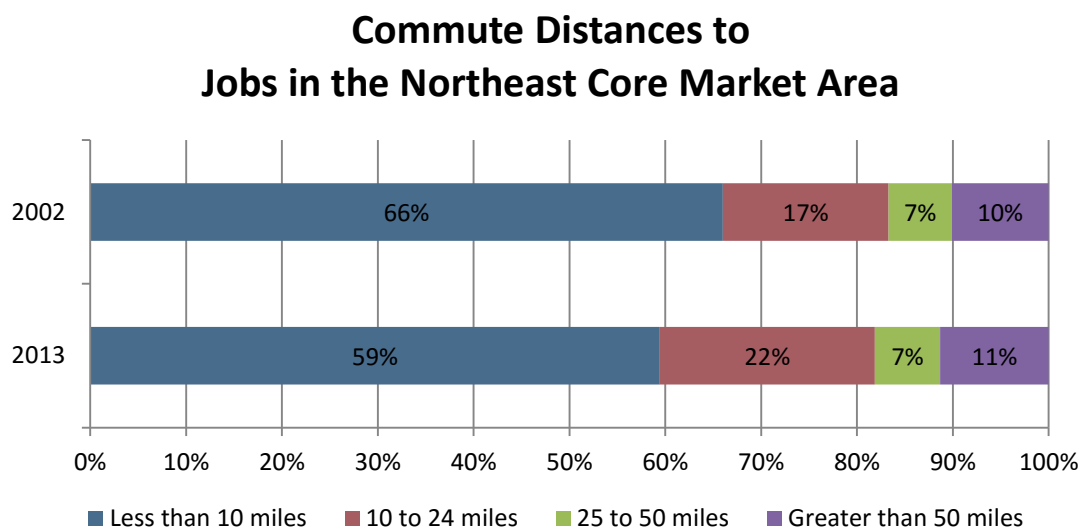


Figure 3.12.7. Commute distances workers traveled to jobs in the Northeast Core market area in 2002 and 2013. Source: U.S. Census Bureau.

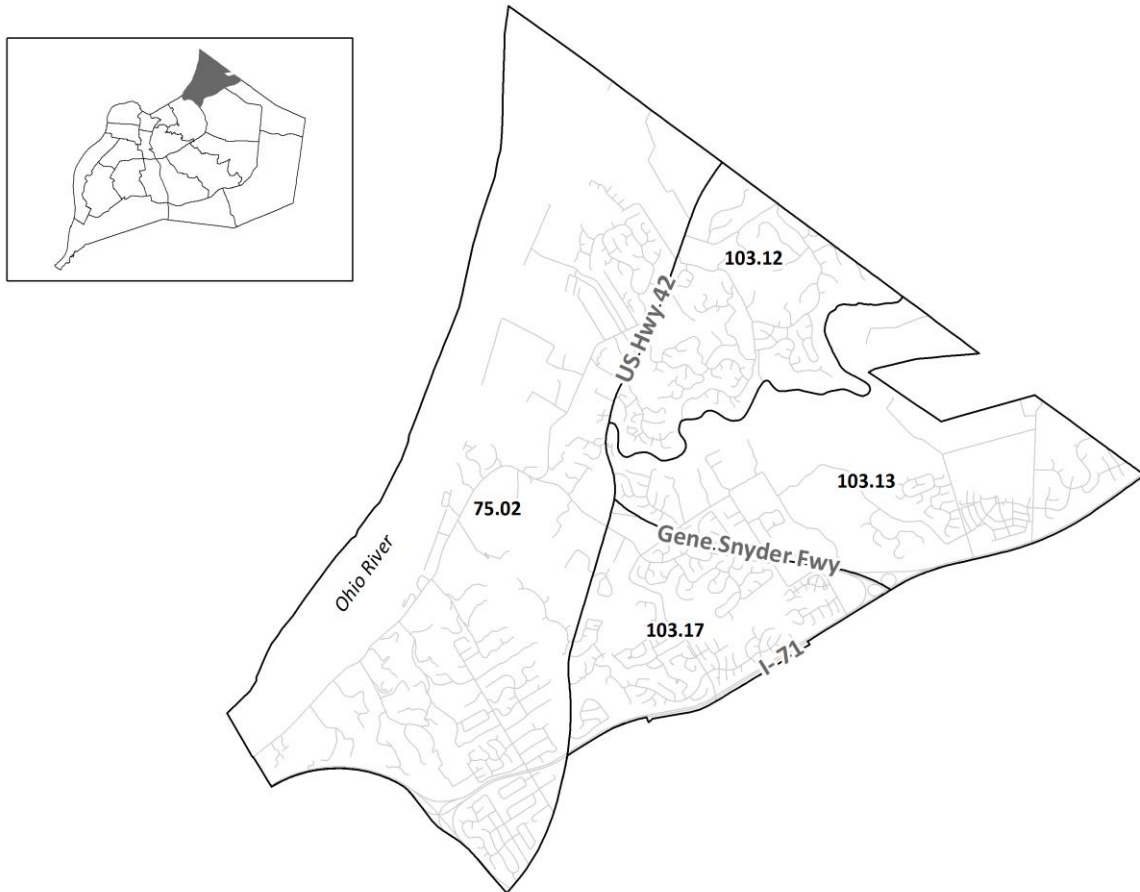
Employment Forecast

Total employment in the Northeast Core is expected to continue to grow between 2020 and 2040 (see Table 3.12.5), led by additional gains in healthcare and social assistance, with about 3,500 jobs added in the market area by 2040. During the same period, hospitality and tourism are expected to add 1,300 employees, and professional employment should increase by around 660 jobs. All other sectors are expected to remain relatively stable around their 2013 level of employment.

Total Employment Forecast Northeast Core Market Area				
2020	2025	2030	2035	2040
11,303	12,855	14,407	15,960	17,512

Table 3.12.5. Projections of total employment in the Northeast Core market area by year.

Northeast Metro



People

Total population in the Northeast Metro market area was 16,305 in 2010, a 59% increase from the 1990 population of 10,234. 99% of the 2010 population lived in households, while 1% lived in group quarters.

In the Northeast Metro market area, females made up 51% of the 2010 population, while males made up 49%, staying consistent since 1990.

23% of the 2010 population of the Northeast Metro market area were age 17 and under, 50% were age 18 to 59, 27% were age 60 and older, and 7% were age 75 and older. The largest age group change since 1990 was a 6% shift from the 18 to 59 group to the 60 and older age group. The Northeast Metro had the largest proportion of population age 60 and over of all market areas. As illustrated in Figure 3.13.1, residents age 55 to 64 made up nearly 20% of the 2010 population in the Northeast Metro, the largest proportion of the total area population. Those

age 20-29 made up a significantly less proportion of the population, at about 5%. Overall, there are very few young adults in the Northeast Metro market area.

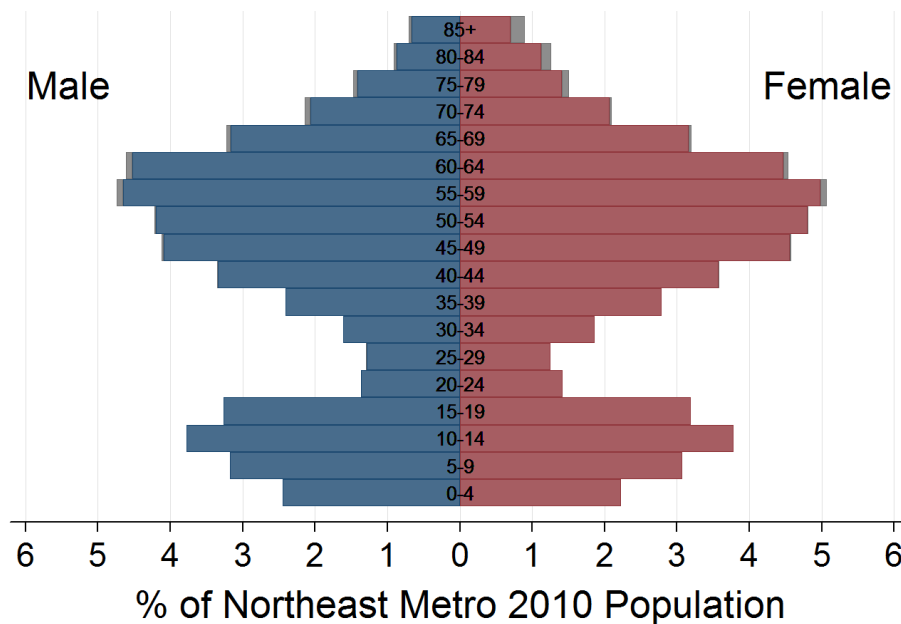


Figure 3.13.1. Population pyramid of the Northeast Metro market area. Source: U.S. Census Bureau.

As shown in Table 3.13.1, the most measurable change in the racial and ethnic composition of Northeast Metro's population between 1990 and 2010 were among the non-Hispanic Asian and the foreign-born populations. Although the foreign-born population more than doubled during the period, the population age five and over with limited English proficiency did not increase, remaining at less than one percent of the population in the market area between 1990 and 2010.

Northeast Metro Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	92.4%	90.8%	88%
Non-Hispanic Black	5.4%	4.8%	4.8%
Non-Hispanic Asian	1.3%	2.4%	4.3%
Non-Hispanic Other	0%	1.1%	1.3%
Hispanic	0%	1.0%	1.7%
Foreign Born	3.6%	5.1%	7.8%

Table 3.13.1. Race, ethnicity, and nativity of the Northeast Metro market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

In the Northeast Metro market area 68% of the population age 25 and over had a Bachelor's degree or higher in 2010, an increase from 55% in 1990 (see Figure 3.13.2). This 2010 rate of college degree holders is more than double the rate of Louisville Metro and highest among all Metro market areas. Only 3% of the population age 25 and over did not have a high school diploma, a decrease from 7% in 1990. Those with a high school diploma but no Bachelor's degree also decreased between 1990 and 2010, dropping from 38% in 1990 to 29% in 2010.

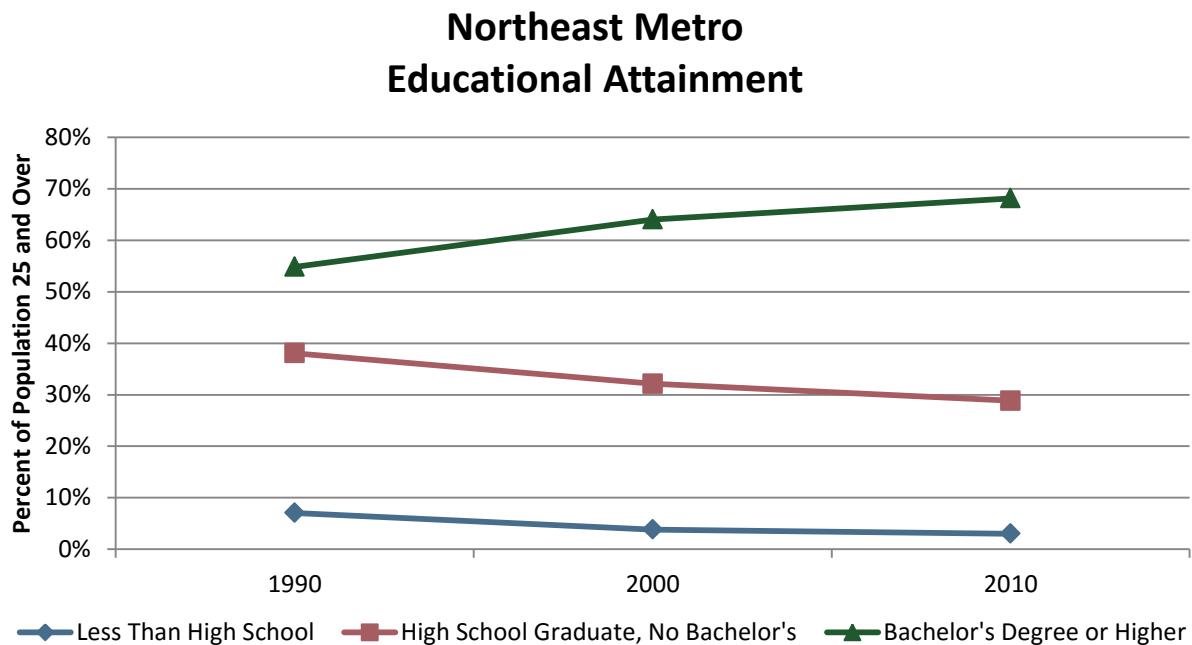


Figure 3.13.2. Percentage of the population 25 years and over in the Northeast Metro market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percentage of individuals age 15 and over who had never been married decreased slightly between 1990 and 2010 from 18% in 1990 to 17% in 2010, a rate much lower than Louisville Metro's 33%.

Households and Families

In 2010, there were 6,364 total households in the Northeast Metro market area, a 70% increase from 3,740 households in 1990. Of the 2010 households, 78% were family households, a decrease from 82% in 1990 (see Figure 3.13.3). The percentage of 2010 households that were single persons was 19%, an increase from the 16% in 1990, but still one of the lowest proportions of single person households within the Metro. Average household size decreased since 1990, dropping from 2.68 in 1990 to 2.53 in 2010.

Of the 4,955 family households, 89% were married couple families, a decrease from 92% in 1990. 4% of the family households were female-headed families an increase from less than one percent in 1990. Average family size decreased in the Northeast Metro, from 3.01 in 1990 to 2.89 in 2010.

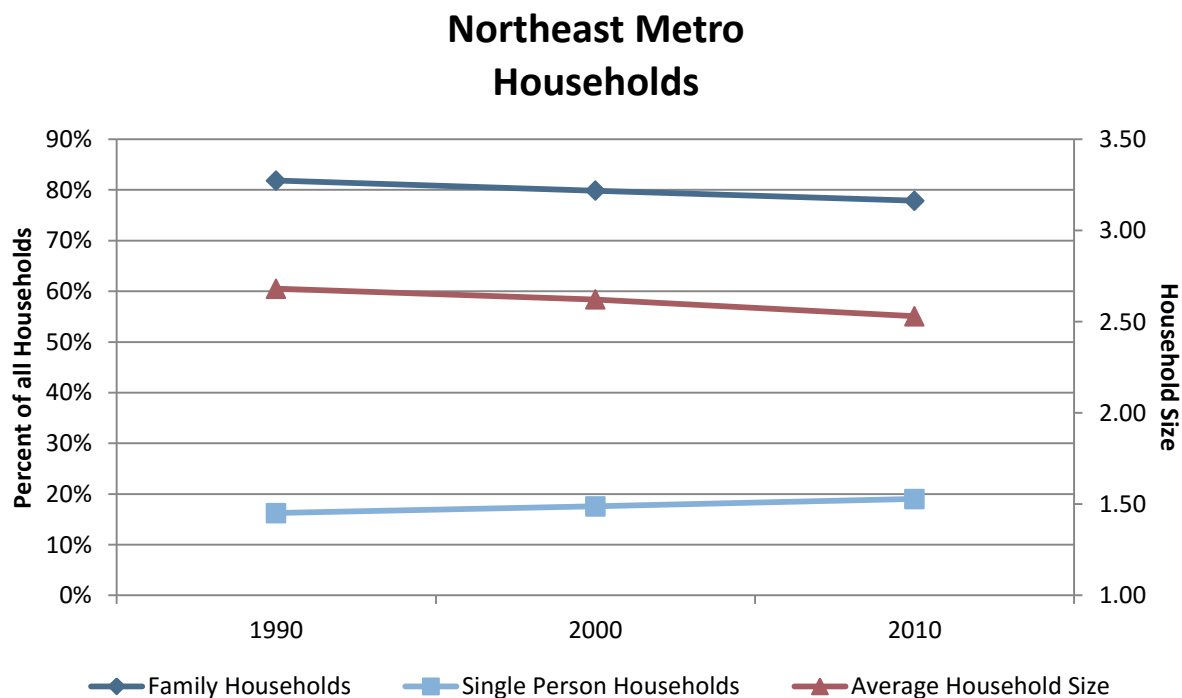


Figure 3.13.3. The percentage of all households in the Northeast Metro market area that are family households or individuals living alone by decade (left axis); average household size in the Northeast Metro market area in each decade (right axis). Source: U.S. Census Bureau.

Median household income decreased 13% since 1990 and 16% since 2000, to a 2010 level of \$115,983 (inflation adjusted). Even so, the 2010 median income in the Northeast Metro was more than double the median income of Louisville Metro. The percentage of families living in

poverty increased in the Northeast Metro market area, however it is still significantly lower than Louisville Metro. Between 1990 and 2010, the percentage of families living below the poverty level increased from 2% to 3%, while families with children living in poverty also increased from 2% to 3% (see Figure 3.13.4).

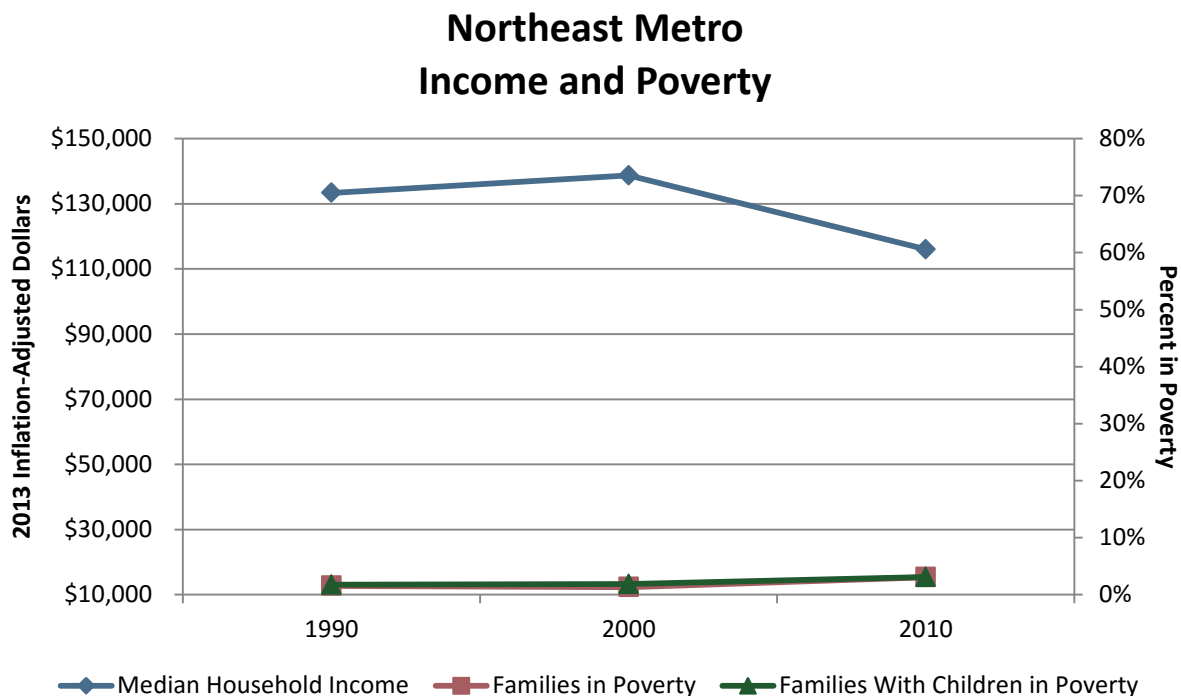


Figure 3.13.4. The Northeast Metro market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Northeast Metro market area with income below the poverty line and the percentage of families with children in the Northeast Metro market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

Median home value in the Northeast Metro market area increased 25% between 1990 and 2010, from \$279,718 in 1990 to \$349,474 in 2010 after adjusting for inflation. However, between 2000 and 2010, median home value actually declined slightly, -2% in real terms. Regardless, the 2010 median home value in the Northeast Metro was more than double the median value of Louisville Metro and highest among all market areas. While median contract rent increased 9% between 1990 and 2010, from \$845 in 1990 to \$919 in 2010 after adjusting for inflation, it too declined between 2000 and 2010 for a loss of 13% (see Figure 3.13.5). In 2010 in the Northeast Metro market area, 62% of renters and 24% of homeowners were using 30% or more of their income on housing costs. This housing cost burden is up significantly from 1990 when it was at 22% for renters and 13% for homeowners.

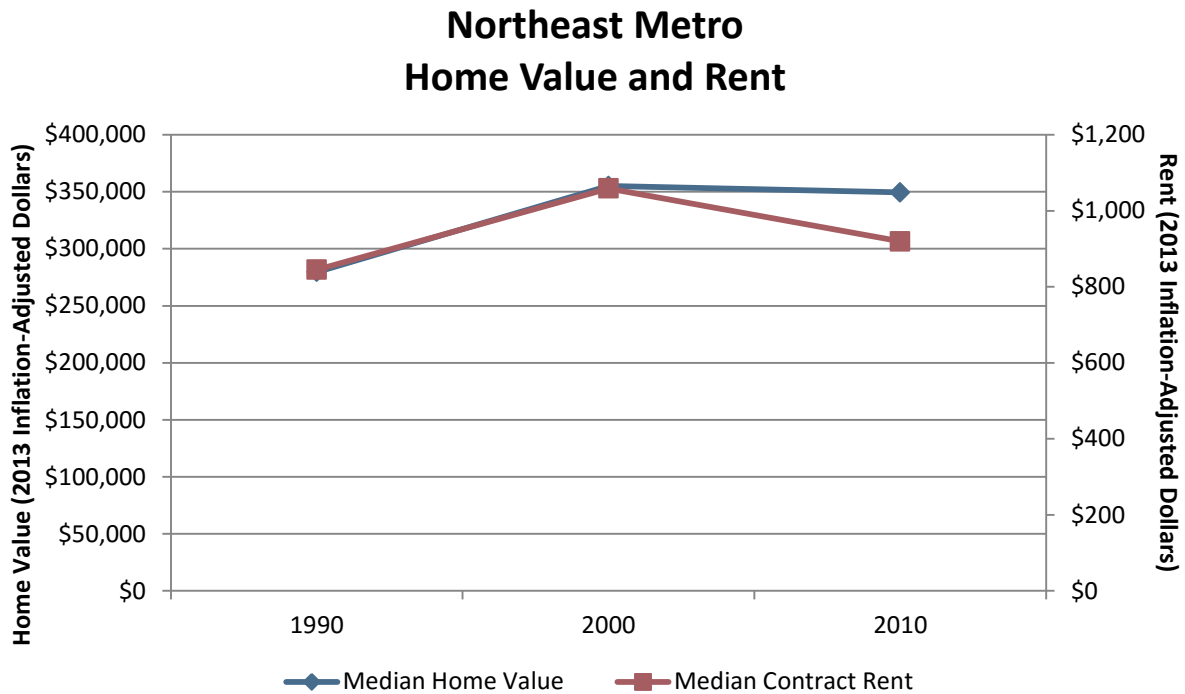


Figure 3.13.5. The median home value of owner-occupied housing units in the Northeast Metro market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Northeast Metro market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times of workers who live in the Northeast Metro market area have remained relatively consistent since 1990, with more than half of all workers living in the market area getting to work in 15 to 29 minutes. Only 2% of households in the market area do not own a car, compared to 10% in Louisville Metro.

Housing Units

In 2010, there were 6,839 housing units in the Northeast Metro market area, an increase of 67% over the 4,085 housing units in the area in 1990. 93% of the 2010 housing stock was occupied while 7% was vacant. Occupancy and vacancy rates remained consistent between 1990 and 2010. Of the 6,364 occupied housing units in 2010, 94% were occupied by homeowners, while 6% were occupied by renters. The percentage of renter-occupied units is significantly lower than the 37% of renters in Louisville Metro.

Projections of Population and Households

The Northeast Metro market area is projected to gain an additional 6,030 persons between 2010 and 2040, realizing a 37% increase in its population (see Table 3.13.2). This population growth is expected to occur throughout the market area. The largest population gains will be located in the geographically largest tract, along the northern county border. Tract 103.12 is forecast to experience smaller population growth than other tracts in the Northeast Metro as it is largely comprised of the city of Prospect and is therefore more fully developed than other tracts in the market area.

Projections of Total Population, 2010 - 2040 Northeast Metro Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 75.02	5,339	5,866	6,386	6,794	7,178	7,461	7,731	2,392	44.8%
Census Tract 103.12	3,092	3,243	3,390	3,527	3,650	3,715	3,774	682	22.0%
Census Tract 103.13	3,526	3,943	4,355	4,592	4,812	5,007	5,194	1,668	47.3%
Census Tract 103.17	4,348	4,661	4,967	5,206	5,426	5,536	5,637	1,289	29.6%
Northeast Metro Total	16,305	17,714	19,098	20,119	21,066	21,720	22,335	6,030	37.0%

Table 3.13.2. Projections of total population in the Northeast Metro market area by census tract and year.

The Northeast Metro market area is projected to add 2,964 households between 2010 and 2040, a 47% increase (see Table 3.13.3). Household growth is expected throughout the market area.

Projections of Total Households, 2010 - 2040 Northeast Metro Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 75.02	2,120	2,380	2,637	2,823	2,993	3,089	3,175	1,055	49.8%
Census Tract 103.12	1,329	1,495	1,658	1,780	1,891	1,953	2,009	680	51.2%
Census Tract 103.13	1,321	1,465	1,607	1,678	1,738	1,798	1,852	531	40.2%
Census Tract 103.17	1,594	1,783	1,970	2,104	2,226	2,263	2,292	698	43.8%
Northeast Metro Total	6,364	7,123	7,871	8,385	8,848	9,104	9,328	2,964	46.6%

Table 3.13.3. Projections of households in the Northeast Metro market area by census tract and year.

Employment

The population and housing characteristics of Northeast Metro suggest an area of highly educated households, disproportionately older than the median age for the county as a whole, predominantly homeowners, with homes and incomes generally double the county norm. These characteristics together might suggest the presence of a “bedroom community,” without significant employment sectors present within the market area *per se*, other than those serving the needs of the constituent residents and neighborhoods.

Indeed, the largely residential Northeast Metro market area served as the location for just 2,606 jobs in 2013, only 0.6% of jobs in Louisville Metro. These jobs were concentrated in four sectors, with the largest employment being the professional sector (see Figure 3.13.6). Professional sector employers included Goldberg Simpson and Morgan Stanley Smith Barney. Hospitality employers included the Hunting Creek Country Club. Northfield Center for Health was a significant healthcare employer.

The Northeast Metro market area gained 433 jobs between 2002 and 2013, a 20% increase (see Table 3.13.4). The largest employment growth in the market area occurred in the professional and health care sectors, while the hospitality sector saw the biggest employment loss.

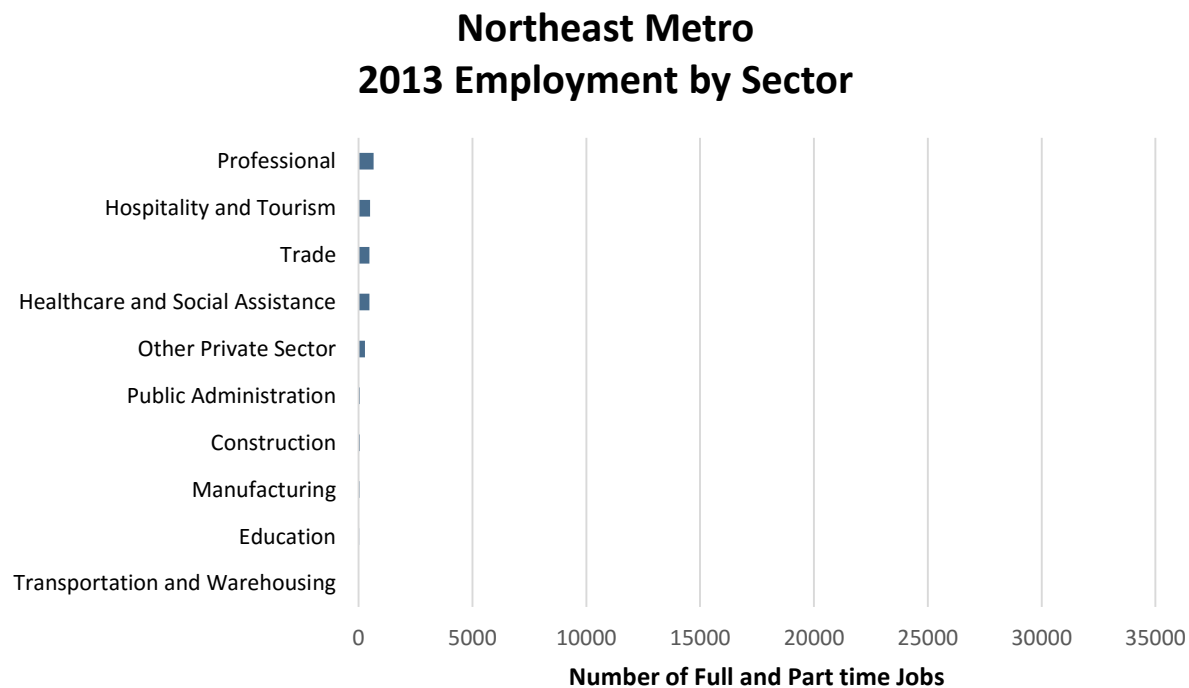


Figure 3.13.6. Full and part time employment by sector grouping in the Northeast Metro market area in 2013. Source: U.S. Census Bureau.

Northeast Metro Employment Change by Sector (2002 – 2013)		
Sector	Numeric Change	Percent Change
Construction	-77	-56.6%
Manufacturing	24	141.2%
Trade	73	18.0%
Transportation and Warehousing	3	21.4%
Professional	366	121.6%
Education	-44	-58.7%
Health care	167	54.0%
Hospitality	-149	-22.9%
Other private sector	49	21.6%
Public sector	21	53.8%
Northeast Metro Total	433	19.9%

Table 3.13.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Northeast Metro market area. Source: U.S. Census Bureau.

As shown in Figure 3.13.7, there was only a slight change in commute patterns of workers traveling to jobs in the Northeast Metro market area between 2002 and 2013. Four percent fewer commuters were traveling less than 10 miles by 2013. This change was offset by a 4% increase in the percentage of commuters traveling 10 to 24 miles.

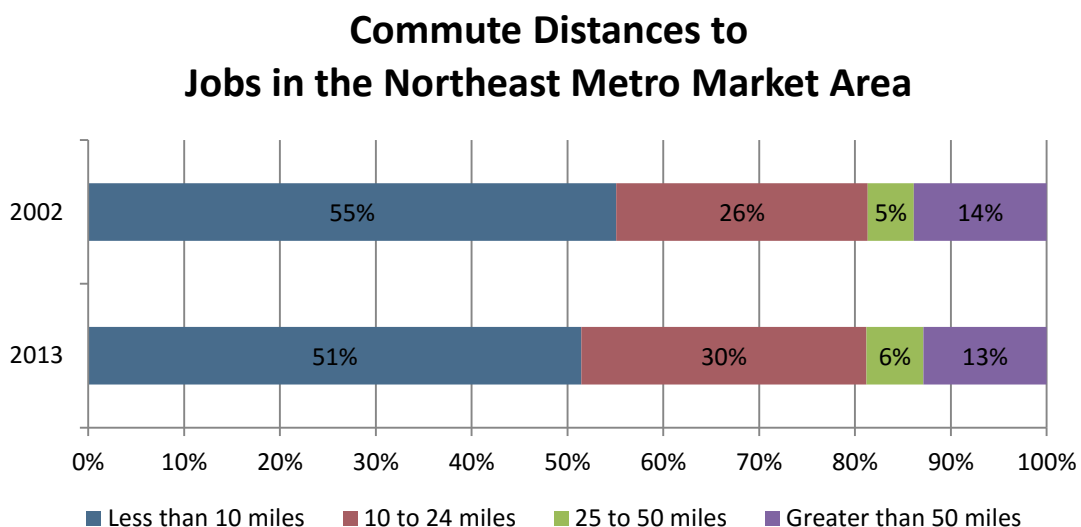


Figure 3.13.7. Commute distances workers traveled to jobs in the Northeast Metro market area in 2002 and 2013. Source: U.S. Census Bureau.

Employment Forecast

Total employment in the Northeast Metro market area is expected to remain relatively stable, as shown in Table 3.13.5. The professional sector is forecast to add about 600 employees and health care and social assistance is forecast to add a little over 400 employees.

Total Employment Forecast Northeast Metro Market Area				
2020	2025	2030	2035	2040
2,923	3,129	3,336	3,543	3,750

Table 3.13.5. Projections of total employment in the Northeast Metro market area by year.

Northwest Core



People

The Northwest Core market area lost over 4,000 residents – 11% of the area’s population – between 1990 and 2010, dropping from a population of 36,116 to a population of 32,005. The group quarter population remained more or less constant at 2% of the total population, as did the proportion of males to females, at 47% male to 53% female. In 2010, the Northwest Core had the highest residential density of the 21 market areas in the county.

Despite the loss of population, the composition of the area by age changed little over the 20-year period. In 2010, 29% were below 18 (down from 30% in 1990); 55% were adults between 18 and 59 (up from 53% in 1990); and 15% were over 60 (down from 17% in 1990). The percentage of children under 18 exceeds the rate in Louisville Metro, and the Northwest Core

has the highest rate of children under 18 of all of the 21 market areas. Indeed, as reflected in Figure 3.14.1, the single largest age-cohort in the Northwest Core was children under 5, which comprised 9% of the 2010 population.

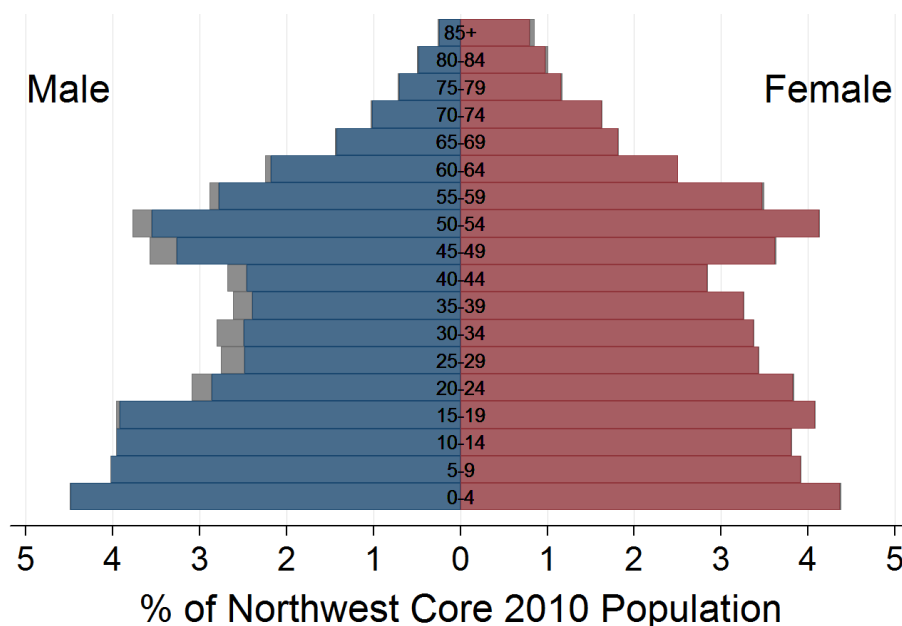


Figure 3.14.1. Population pyramid of the Northwest Core market area. Source: U.S. Census Bureau.

As shown in Table 3.14.1, the percentage of the total population who identify as non-Hispanic White declined substantially, from 37% in 1990 to 26% in 2010. Conversely, the percentage of Non-Hispanic Blacks increased from 62% to over 70%. Other non-Hispanic, Hispanic, and foreign-born persons remained a small proportion of the area's population into 2010, and a miniscule percentage of the population in 2010 reported as not speaking English well. The Northwest Core was – along with West Core and Downtown – one of only three market areas in which the Non-Hispanic Black population was the majority population in the market area.

Although the Northwest Core area did not experience much increase between 1990 and 2010 in the percentage of adults with a college degree or better, the percentage of residents 25 and older reporting to have graduated from high school increased from 46% in 1990 to 66% in 2010, while those without a high school diploma decreased from 49% of the population to 27%. The percentage of adults without a high school diploma in 2010 nonetheless remained significantly higher in the Northeast Core than in Louisville Metro as a whole, where 12% of those 25 and over reported not having graduated high school in 2010 (see Figure 3.14.2).

Northwest Core Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	37.3%	30.3%	25.8%
Non-Hispanic Black	61.8%	67.2%	70.5%
Non-Hispanic Asian	0.1%	0.1%	0.2%
Non-Hispanic Other	0.3%	1.7%	2.5%
Hispanic	0.5%	0.7%	1.1%
Foreign Born	0.4%	0.5%	0.6%

Table 3.14.1. Race, ethnicity, and nativity of the Northwest Core market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

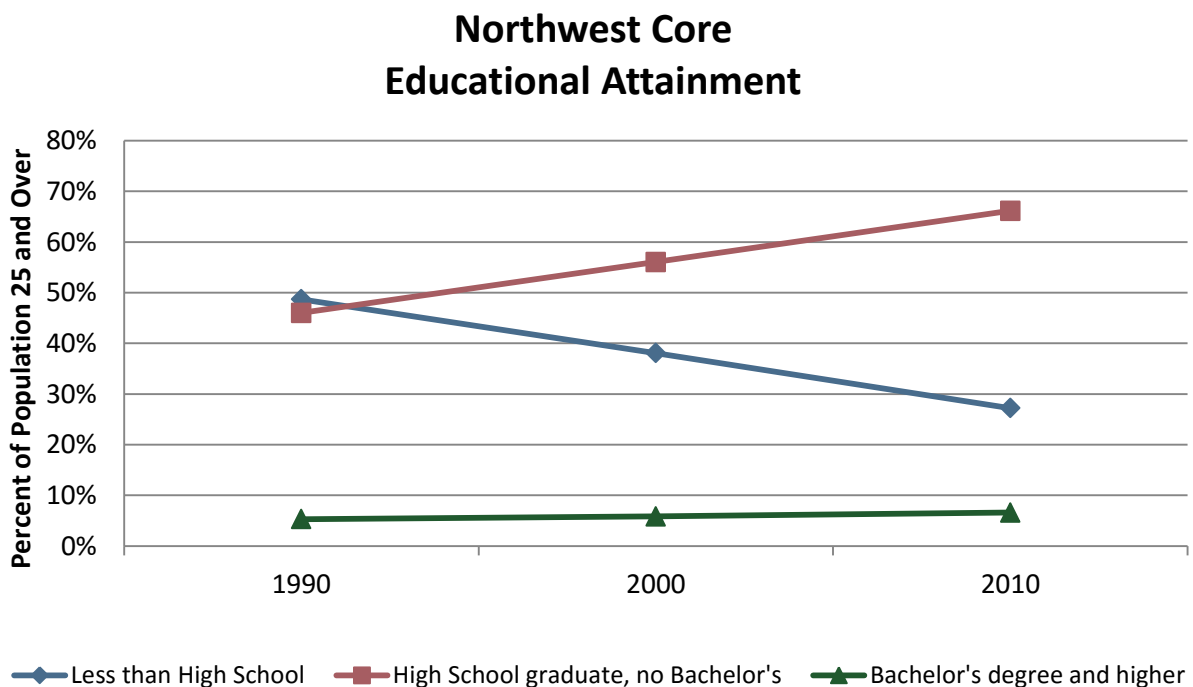


Figure 3.14.2. Percentage of the population 25 years and over in the Northwest Core market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percent of the total population 15 years or older who reported to have never been married increased from 35% in 1990 to 49% in 2010

Households and Families

The total number of households in the Northwest Core declined 6% between 1990 and 2010, to 12,358 total households. The percent of households that were family households declined from 68% in 1990 to 62% in 2010, while 32% of total households were single-person households in 2010, a small increase from 28% in 1990. The average household size decreased from 2.71 in 1990 to 2.53 in 2010 (see Figure 3.14.3).

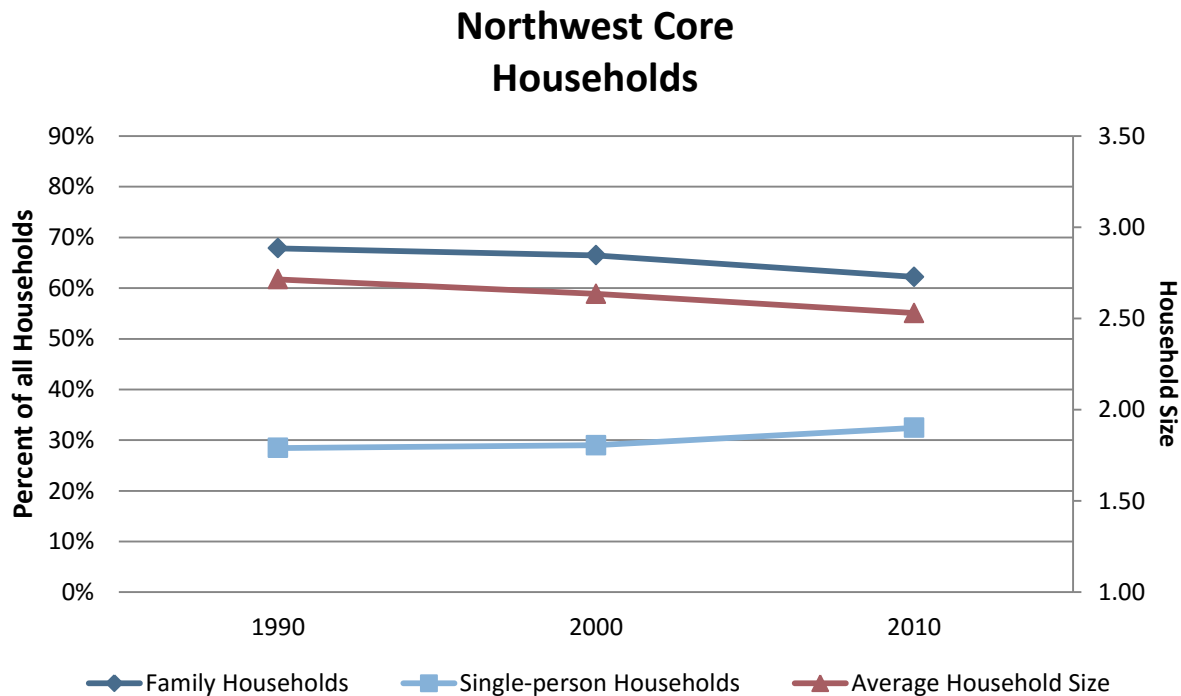


Figure 3.14.3. The percentage of all households in the Northwest Core market area that are family households or individuals living alone by decade (left axis); average household size in the Northwest Core market area in each decade (right axis). Source: U.S. Census Bureau.

Family households declined over 1,200 households and nearly 14% between 1990 and 2010, to 7,689. Married couple families declined from 49% of family households in 1990 to 32% in 2010. Meanwhile, female-headed families increased from 44% of all family households in 1990 to 58% in 2010. The number of single-parent households with children increased 15% between 1990 and 2010, while the number of married-couple households with children declined 59%. Average family size in Northwest Core declined from 3.34 in 1990 to 3.20 in 2010.

As shown in Figure 3.14.4, median household income in Northwest Core fell 16% in real dollars between 1990 and 2010, to \$23,222. This income level amounts to only 49% of the 2010 median household income for Louisville Metro. The percent of family households in poverty increased from 31% in 1990 to 38% in 2010, while the percent of families with children in poverty increased from 40% to 53% in 2010, over two-and-a-half (2.6x) times that of Louisville Metro in 2010.

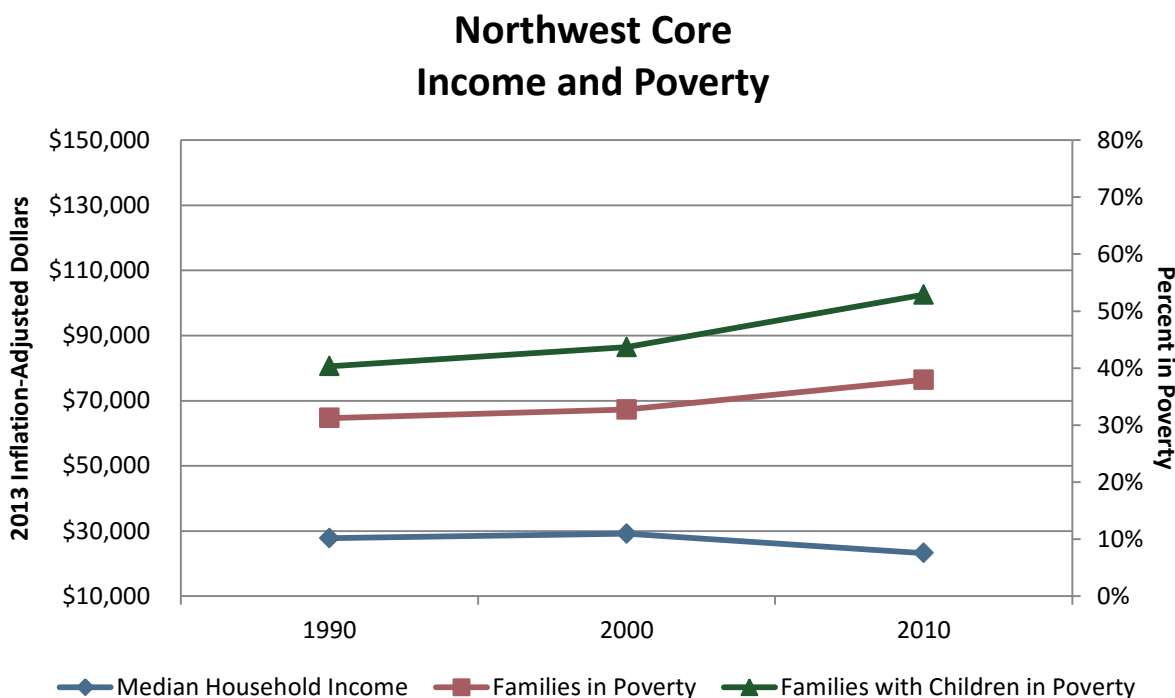


Figure 3.14.4. The Northwest Core market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Northwest Core market area with income below the poverty line and the percentage of families with children in the Northwest Core market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

While income declined and poverty increased in Northeast Core between 1990 and 2010, the area’s home values increased 46% and rents increased 47% over the same period in real terms (see Figure 3.14.5). Although, at \$65,124, the area’s 2010 median home value was just 44% of the Louisville Metro median value, 38% of home owners reported a housing cost exceeding 30% of their 2010 total income, compared to 23% for Louisville Metro. Meanwhile, 58% of renters paid rent in excess of 30% of their income in 2010, compared to 48% for Louisville Metro.

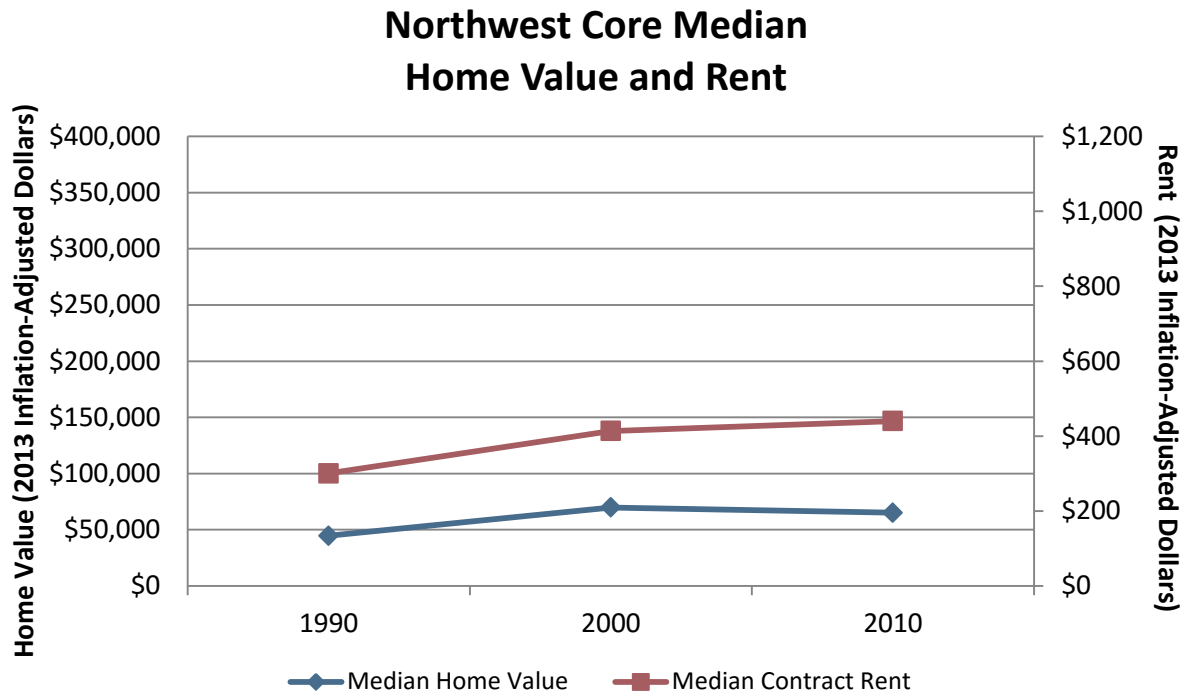


Figure 3.14.5. The median home value of owner-occupied housing units in the Northwest Core market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Northwest Core market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Between 1990 and 2010, travel time for Northwest Core workers who didn't work at home trended toward shorter trips. In 2010, 75% reported commute times of less than 30 minutes, up from 72% in 1990. Meanwhile, 19% reported commutes of 30-60 minutes in 2010, down from 23% in 1990. 6% commuted more than an hour each way in 2010, slightly more than in the two previous decades.

Housing Units

In 2010, there were 15,220 housing units in the Northwest Core, little changed from 1990. However, the percentage of vacant housing units increased substantially between 1990 and 2010, from 13% to 19% - over twice the 2010 vacancy rate for Louisville Metro. Owner-occupancy declined considerably between 1990 and 2010, from 55% of occupied housing units in 1990 to 40% in 2010.

Projections of Population and Households

The Northwest Core market area is projected to experience population decline, losing 6,074 persons between 2010 and 2040, amounting to a 19% loss in population (see Table 3.14.2). The Northwest Core is one of only two market areas forecast to see population loss, and the population decline is greatest in this market area. Only one tract in the Northwest Core is forecasted to gain population, located on the easternmost edge of the market area. The largest population loss is in the northwestern corner of the market area. This tract is forecast to experience the largest population loss within the entire Metro during this time period.

Projections of Total Population, 2010 - 2040 Northwest Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 2	2,924	2,886	2,843	2,842	2,830	2,827	2,820	-104	-3.6%
Census Tract 3	2,624	2,492	2,357	2,255	2,144	2,042	1,936	-688	-26.2%
Census Tract 4	4,531	4,225	3,913	3,662	3,398	3,167	2,930	-1,601	-35.3%
Census Tract 6	1,860	1,770	1,678	1,613	1,543	1,479	1,413	-447	-24.0%
Census Tract 7	2,626	2,525	2,421	2,352	2,274	2,206	2,134	-492	-18.7%
Census Tract 8	2,076	1,977	1,875	1,801	1,720	1,651	1,579	-497	-24.0%
Census Tract 9	2,099	2,001	1,901	1,830	1,753	1,689	1,621	-478	-22.8%
Census Tract 21	2,469	2,363	2,254	2,170	2,078	1,991	1,901	-568	-23.0%
Census Tract 23	2,447	2,313	2,175	2,079	1,976	1,876	1,773	-674	-27.5%
Census Tract 24	4,784	4,580	4,370	4,246	4,107	3,984	3,854	-930	-19.4%
Census Tract 30	3,565	3,593	3,615	3,701	3,773	3,875	3,969	404	11.3%
Northwest Core Total	32,005	30,725	29,402	28,551	27,596	26,787	25,931	-6,074	-19.0%

Table 3.14.2. Projections of total population in the Northwest Core market area by census tract and year.

The Northwest Core market area is projected to lose 1,718 households between 2010 and 2040, a 14% loss of households (see Table 3.14.3). This is the largest household decline projected in the 21 market areas that comprise Louisville Metro. Only two tracts are expected to gain households, one in the easternmost edge of the market area and the other in the northeast corner of the market area. The largest population loss is forecast in the northwest of the market area.

Projections of Total Households, 2010 - 2040 Northwest Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 2	1,007	1,014	1,020	1,033	1,039	1,041	1,039	32	3.2%
Census Tract 3	1,012	1,005	997	975	947	913	876	-136	-13.4%
Census Tract 4	1,833	1,755	1,675	1,582	1,481	1,378	1,270	-563	-30.7%
Census Tract 6	719	686	652	613	570	533	495	-224	-31.2%
Census Tract 7	1,069	1,060	1,049	1,024	992	968	941	-128	-12.0%
Census Tract 8	757	735	712	695	673	654	632	-125	-16.5%
Census Tract 9	836	796	755	714	669	629	588	-248	-29.7%
Census Tract 21	909	904	897	883	864	841	815	-94	-10.3%
Census Tract 23	894	876	857	832	802	764	723	-171	-19.1%
Census Tract 24	2,025	2,012	1,996	1,974	1,940	1,896	1,845	-180	-8.9%
Census Tract 30	1,297	1,309	1,320	1,342	1,357	1,389	1,417	120	9.3%
Northwest Core Total	12,358	12,153	11,930	11,667	11,332	11,005	10,640	-1,718	-13.9%

Table 3.14.3. Projections of households in the Northwest Core market area by census tract and year.

Employment

As one Louisville Metro's oldest areas, the Northwest Core market area includes a number of older industrial and commercial sites scattered throughout the area - sufficient to support a continuation of existing business, but limited with regard to expansion or to the siting of significant new employers. The area otherwise benefits from its adjacency to the city's central business district, as well as from access to the 9th Street and 22nd Street interchanges with I-64.

In 2013, the total number of full and part time jobs located in the Northwest Core was 7,326, 2% of all jobs in Louisville Metro. The trade and professional sectors led employment in the area, as shown in Figure 3.14.6. Large employers included Custom Quality Services, PPG Architectural Finishes, the Kentucky Lottery Corporation and Lee Publications. Other employers were the Family Health Center in the Portland neighborhood, Mercer Transportation and Eli Lilly & Co.

Between 2002 and 2013 the Northwest Core market area gained just 41 jobs, an increase of only 0.6% (see Table 3.14.4). Job growth in the professional, health care, and education sectors was offset by losses in the manufacturing, hospitality, and trade sectors.

As shown in Figure 3.14.7, between 2002 and 2013, 10% fewer workers commuting to their jobs in the Northwest Core lived within 10 miles of their workplace. Meanwhile, there was a 5% increase in the number of Northwest Core commuters traveling from homes 10 to 24 miles distant, and an increase of 4% in those traveling greater than 50 miles.

Northwest Core 2013 Employment by Sector

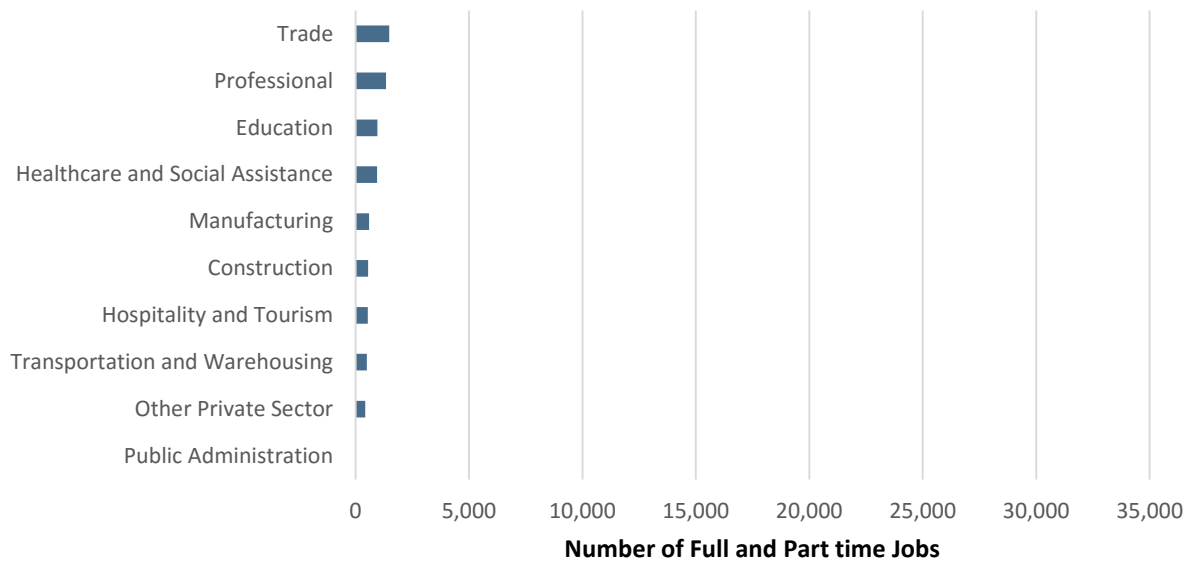


Figure 3.14.6. Full and part time employment by sector grouping in the Northwest Core market area in 2013. Source: U.S. Census Bureau.

Northwest Core Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	4	0.7%
Manufacturing	-457	-43.4%
Trade	-90	-5.7%
Transportation and Warehousing	-6	-1.2%
Professional	351	35.7%
Education	156	19.4%
Health care	345	57.6%
Hospitality	-194	-26.6%
Other private sector	-66	-13.4%
Public sector	-2	-22.2%
Northwest Core Total	41	0.6%

Table 3.14.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Northwest Core market area. Source: U.S. Census Bureau.

Commute Distances to Jobs in the Northwest Core Market Area

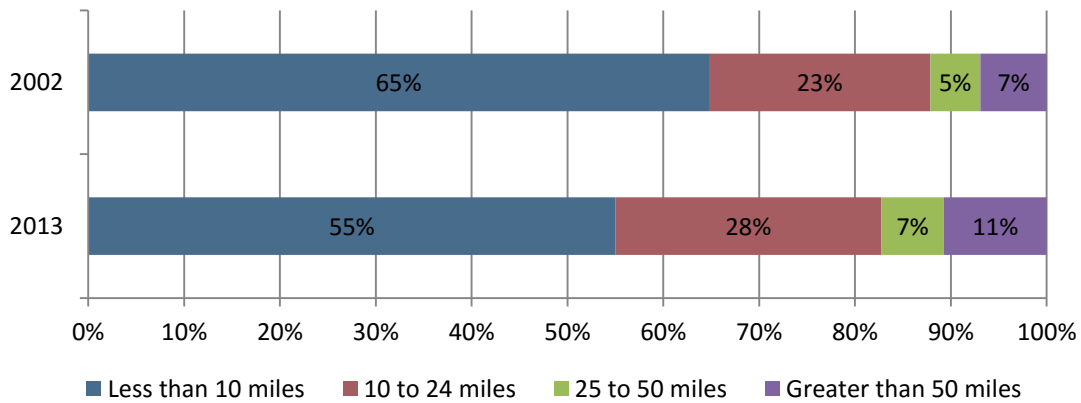


Figure 3.14.7. Commute distances workers traveled to jobs in the Northwest Core market area in 2002 and 2013. Source: U.S. Census Bureau.

Employment Forecast

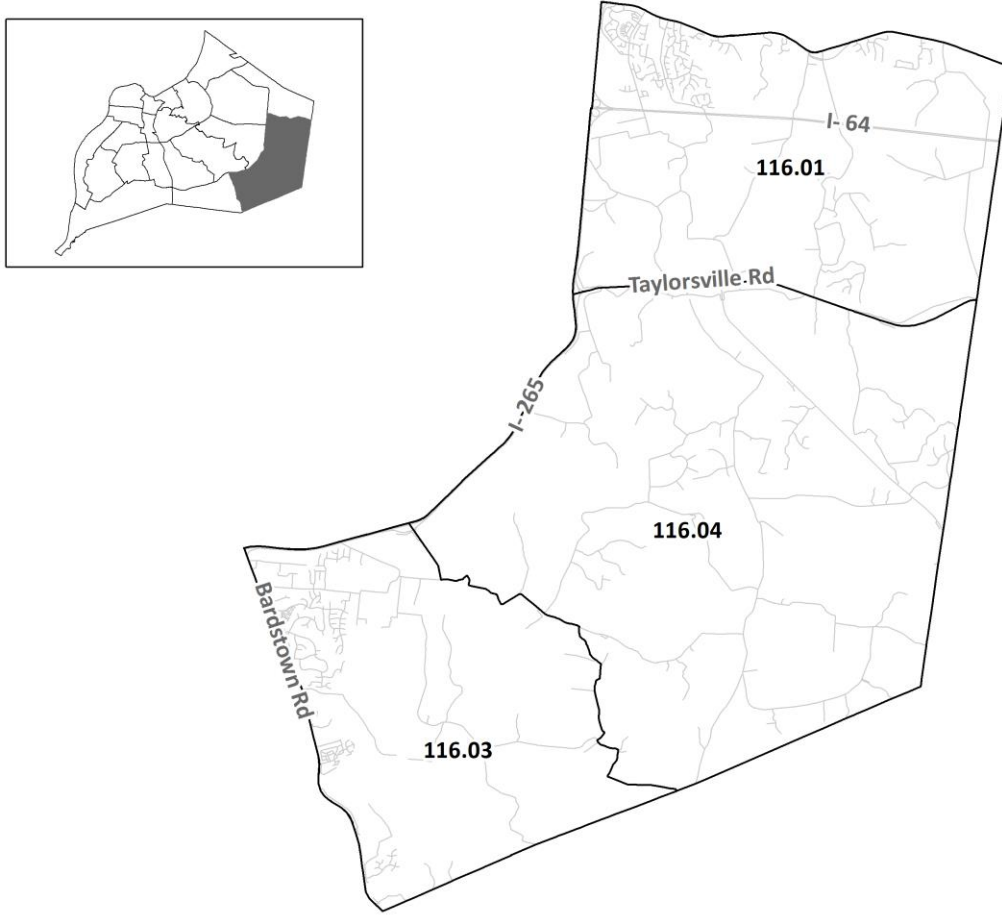
From 2020 to 2040, a very slight decline in total employment is forecast for the Northwest Core (see Table 3.14.5). Although modest gains are expected in the professional sector (about 625 jobs) and the health care sector (about 550 jobs), these gains will be offset by job loss in the manufacturing, trade, and hospitality sectors.

Total Employment Forecast Northwest Core Market Area				
2020	2025	2030	2035	2040
6,862	6,696	6,530	6,363	6,197

Table 3.14.5. Projections of total employment in the Northwest Core market area by year.

The low median income of households residing in the Northwest Core, along with the increase in recent years in the percentage of workers commuting to the area from longer distances, together indicate that almost half the workforce employed in the Northwest Core in 2013 lived elsewhere. While not atypical, based upon similar commuting patterns for other areas, the disjunction is more striking when the subject area is particularly poor, and the need for employment correspondingly high.

Parklands of Floyd's Fork



People

Total population in the Parklands of Floyd's Fork market area was 13,040 in 2010, more than double the total population of 5,926 from 1990. 99% of the total population lived in households while the remaining 1% were in group quarters. In 2010, the Parklands of Floyd's Fork had the 2nd smallest population of the 21 market areas in the county. It is the largest market area in geographic size, and currently has the lowest residential density of all market areas.

In 2010, the Parklands population was nearly evenly distributed among males and females. Females made up 51% of the population while males made up 49%, consistent with 1990.

The population of the market area is getting older. In 2010, 23% of the population was aged 17 and under, 55% was aged 18 to 59, 23% were aged 60 and older, and 5% of the population were aged 75 and older. The largest change since 1990 occurred in the 18-59 and 60+ age

groups. The 18-59 age group dropped to 55% from 61% of the population in 1990, while the 60+ age group nearly doubled from 12% in 1990 to 23% in 2010. The population pyramid shown in Figure 3.15.1 illustrates that those of the age 45-64 made up the greatest proportion of the 2010 population in the Parklands of Floyd's Fork. In comparison, there were significantly fewer young adults, age 20 to 29. This hourglass shape is common among the market areas in the eastern and northeastern parts of the county.

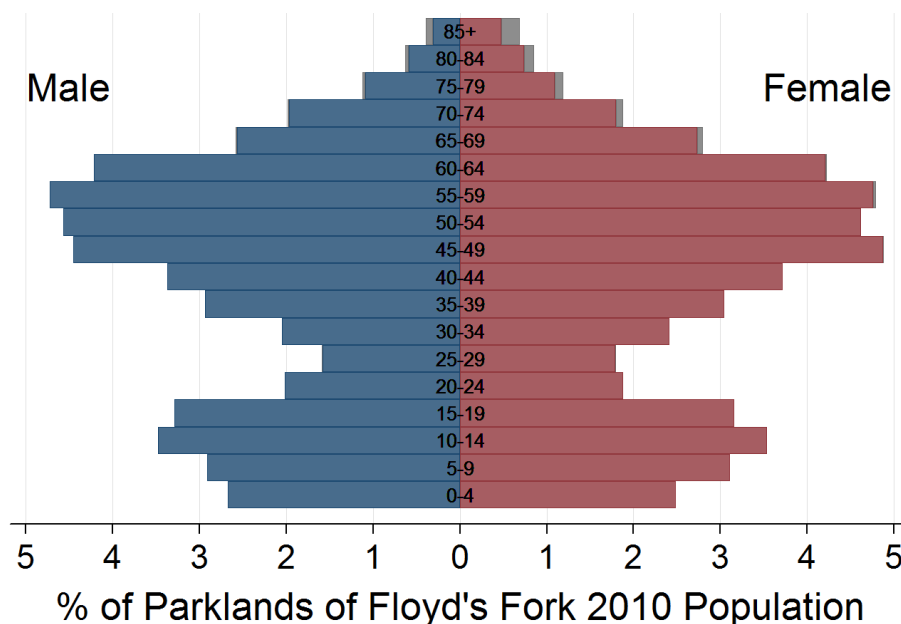


Figure 3.15.1. Population pyramid of the Parklands of Floyd's Fork market area. Source: U.S. Census Bureau.

Although the Parklands of Floyd's Fork market area has remained majority non-Hispanic White, there was nonetheless some increase between 1990 and 2010 in the proportions of Hispanics; and of non-Hispanic Blacks, Asians and other; and of foreign-born (see Table 3.15.1). The increase in the foreign-born population has not influenced the percent of the population age five and over who have difficulty with the English language, as it remained significantly low through 2010.

Educational attainment in the Parklands of Floyd's Fork market area was higher in 2010 than Louisville Metro and increased significantly since 1990 (see Figure 3.15.2). Between 1990 and 2010 the population age 25 and over with less than a high school diploma decreased from 20% to 3%, while the percent of the population with a Bachelor's degree or higher doubled from

25% in 1990 to 50% in 2010. The population with a high school diploma but no Bachelor's degree decreased modestly, from 55% in 1990 to 47% in 2010.

Parklands of Floyd's Fork Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	96.8%	94.5%	89.3%
Non-Hispanic Black	2%	2.5%	4.1%
Non-Hispanic Asian	0%	1.1%	3.1%
Non-Hispanic Other	0%	0.7%	1.4%
Hispanic	0%	1.1%	2.2%
Foreign Born	1.2%	2.8%	2.6%

Table 3.15.1. Race, ethnicity, and nativity of the Parklands of Floyd's Fork market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

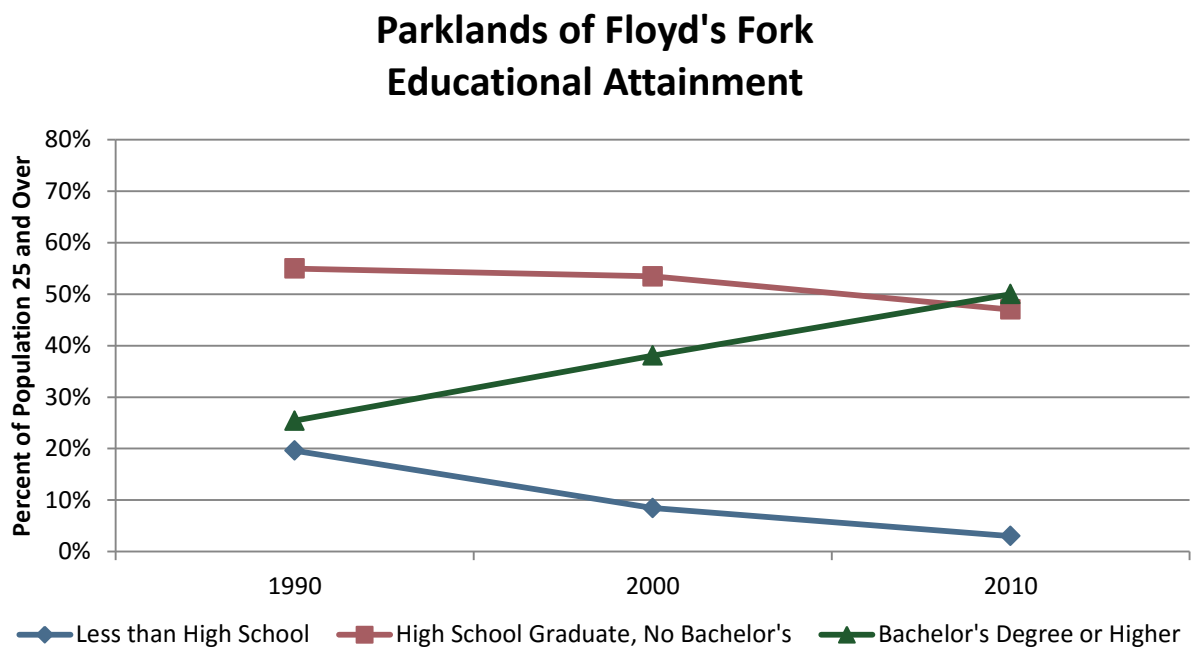


Figure 3.15.2. Percentage of the population 25 years and over in the Parklands of Floyd's Fork market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Households and Families

Between 1990 and 2010 the number of households in the Parklands of Floyd's Fork market area more than doubled, increasing from 2,075 to 4,951. While the number of total households increased, the average household size and average family size both decreased. Average household size decreased from 2.86 in 1990 to 2.61 in 2010, and average family size decreased from 3.16 to 2.94 in 2010. The percentage of single person households increased from 14% in 1990 to 17% in 2010 (see Figure 3.15.3). The percent of single person households was lowest in the Parklands of Floyd's Fork among all the Metro market areas in 2010.

Of the total number of households in 2010, 80% were family households, a decrease from 83% in 1990. Of the 3,937 family households, 90% were married couple family households, about the same as 1990 and the highest percentage among all the Metro market areas. In 2010, only 6% of all family households were female-headed families, also consistent with 1990 proportions.

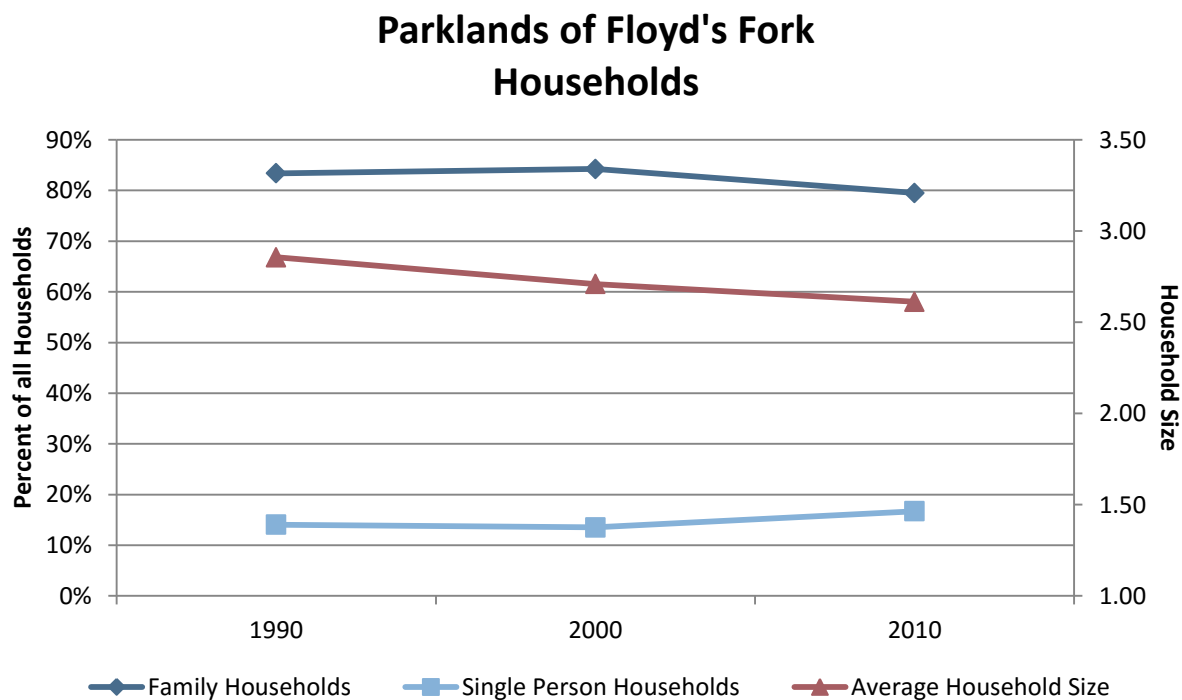


Figure 3.15.3. The percentage of all households in the Parklands of Floyd's Fork market area that are family households or individuals living alone by decade (left axis); average household size in the Parklands of Floyd's Fork market area in each decade (right axis). Source: U.S. Census Bureau.

Median household income in the Parklands of Floyd's Fork market area increased 14% from \$80,386 in 1990 to \$91,632 in 2010 after adjusting for inflation, although the median income actually declined 15% between 2000 and 2010 (see Figure 3.15.4). Even so, the median income in the Parklands area was nearly double that of Louisville Metro in 2010. Poverty in the market area was non-existent for families in 2010. The percentage of families living in poverty dropped from 3% in 1990 to 0% in 2010, and the families with children in poverty dropped from 2% in 1990 to 0% in 2010.

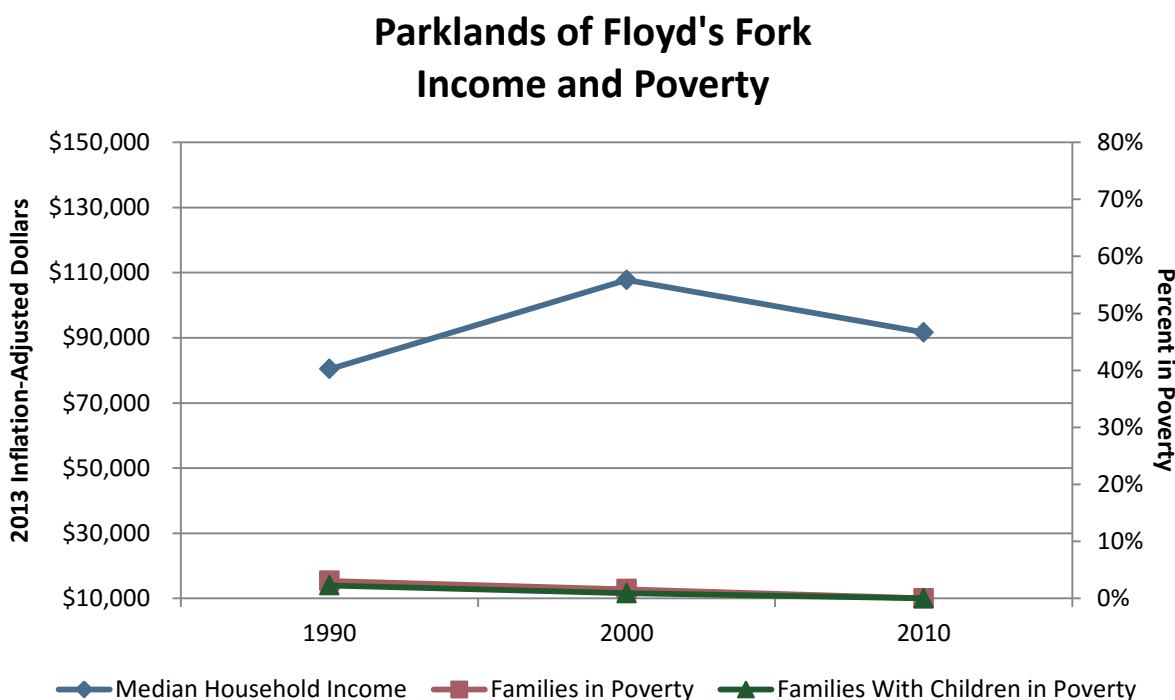


Figure 3.15.4. The Parklands of Floyd's Fork market area's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Parklands of Floyd's Fork market area with income below the poverty line and the percentage of families with children in the Parklands of Floyd's Fork market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

Median home value and median contract rent both increased in the Parklands of Floyd's Fork market area since 1990, as shown in Figure 3.15.5. Median home value increased 57% from \$193,164 in 1990 to \$303,590 in 2010 after adjusting for inflation. This 2010 value was twice as high as the 2010 value for Louisville Metro. Median contract rent increased 34% from \$558 in 1990 to \$747 in 2010 after adjusting for inflation. In the Parklands of Floyd's Fork market area, only 8% of renters were using 30% or more of their income on housing costs in 2010, a sharp decline from 1990 when 30% of renters had this housing cost burden. Amongst 2010

homeowners, 21% had a housing cost burden in excess of 30% of their income, an increase from the 11% in 1990.

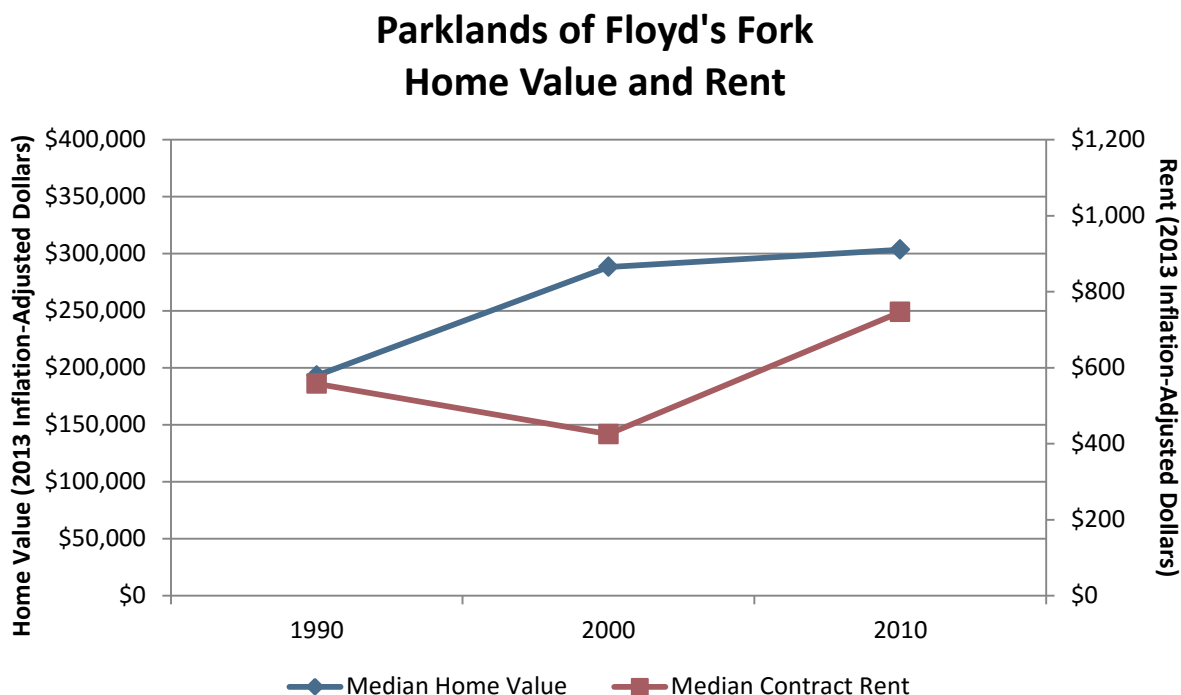


Figure 3.15.5. The median home value of owner-occupied housing units in the Parklands of Floyd’s Fork market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Parklands of Floyd’s Fork market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commuting times of workers who live in the Parklands of Floyd’s Fork market area remained consistent since 1990, with more than 80% of all workers commuting to work in 15 to 59 minutes. Only 1% of the households in the market area were without a car, compared to 10% of households in Louisville Metro.

Housing Units

In 2010, there were 5,247 housing units in the Parklands of Floyd’s Fork market area, more than double the number of units present in 1990. 94% of the 2010 housing stock was occupied while 6% was vacant. Occupancy and vacancy rates remained consistent with those of 1990. Of the 4,951 occupied housing units in 2010, 90% were occupied by homeowners, while 10% were occupied by renters. The percentage of homeowners increased from 87% in 1990.

Projections of Population and Households

The Parklands of Floyd's Fork market area is projected to gain 8,558 persons between 2010 and 2040, realizing a 66% increase in its population (see Table 3.15.2). This is the largest percentage change in total population of all the market areas in Louisville Metro. The population growth is expected to occur throughout the market area. The largest population growth in the area is forecast in the northernmost tract, bounded by Shelbyville Road and Taylorsville Road.

Projections of Total Population, 2010 - 2040 Parklands of Floyd's Fork Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 116.01	5,964	6,999	8,024	8,451	8,847	9,250	9,637	3,673	61.6%
Census Tract 116.03	4,528	5,116	5,696	6,003	6,288	6,544	6,789	2,261	49.9%
Census Tract 116.04	2,548	3,409	4,265	4,695	5,109	5,145	5,172	2,624	103.0%
Parklands of Floyd's Fork Total	13,040	15,524	17,985	19,149	20,244	20,940	21,598	8,558	65.6%

Table 3.15.2. Projections of total population in the Parklands of Floyd's Fork market area by census tract and year.

The Parklands of Floyd's Fork market area is projected to add an additional 3,456 households between 2010 and 2040, or a 70% increase (see Table 3.15.3). This, too, represents the largest percentage change of households across the 21 market areas. The addition of new households is expected to occur throughout the market area, with the greatest gains in the north and smaller gains in the south.

Projections of Total Households, 2010 - 2040 Parklands of Floyd's Fork Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 116.01	2,165	2,620	3,072	3,267	3,442	3,580	3,705	1,540	71.1%
Census Tract 116.03	1,816	2,070	2,322	2,427	2,517	2,595	2,664	848	46.7%
Census Tract 116.04	970	1,325	1,679	1,872	2,053	2,049	2,037	1,067	110.0%
Parklands of Floyd's Fork Total	4,951	6,016	7,072	7,566	8,013	8,224	8,407	3,456	69.8%

Table 3.15.3. Projections of households in the Parklands of Floyd's Fork market area by census tract and year.

Employment

As with the Jefferson Forest market area in south Metro, the Parklands of Floyd's Fork market area derives its name and unique characteristics from a natural feature that dominates the market area's landscape, and that also limits the availability of land for non-residential use.

Consequently, in 2013 the Parklands of Floyd's Fork market area was the site for only 2,500 full and part time jobs – the lowest concentration of jobs among market areas and just 0.5% of the all jobs in Louisville Metro. However, employment in this area is diversified among sectors, as shown in Figure 3.15.6. Some notable employers include Pegasus Transportation, Christian Academy of Louisville, Burns Machinery Moving, and Oaklawn Health and Rehabilitation Center.

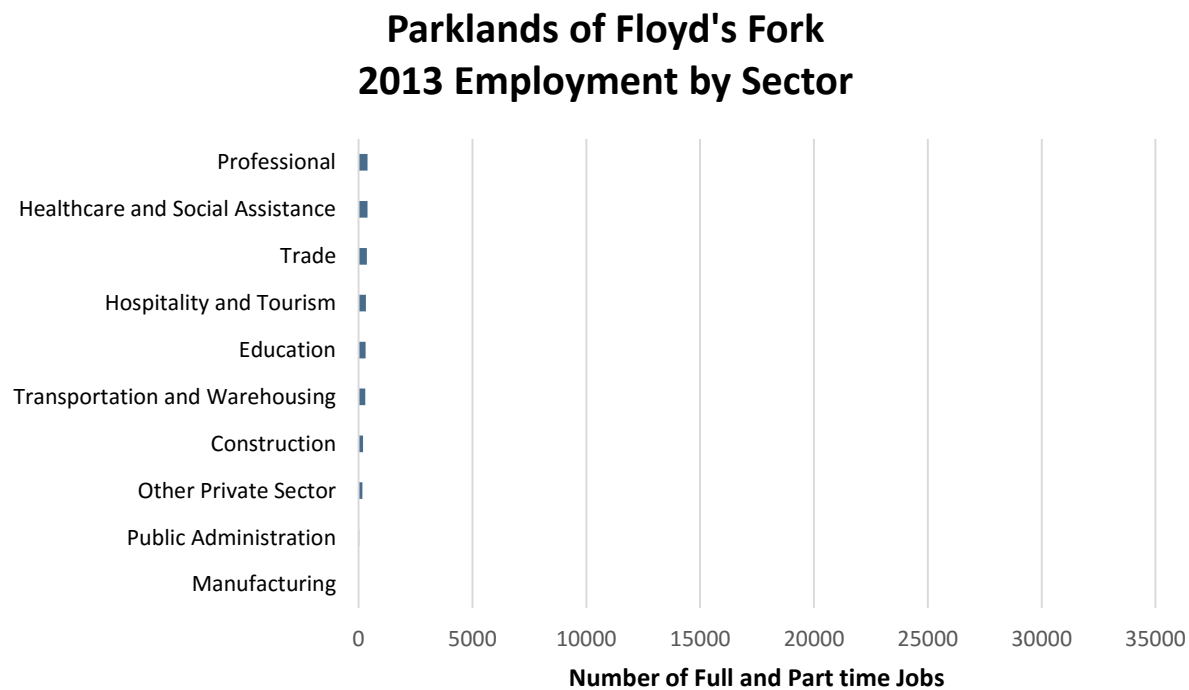


Figure 3.15.6. Full and part time employment by sector grouping in the Parklands of Floyd's Fork market area in 2013. Source: U.S. Census Bureau.

Between 2002 and 2013 the Parklands of Floyd's Fork market area gained 1,045 jobs, a 72% increase (see Table 3.15.4). Employment growth was led by the health care, hospitality, and trade sectors. The small decline in the manufacturing sector was the only employment loss in the Parklands of Floyd's Fork during this time.

Parklands of Floyd's Fork Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	37	22.6%
Manufacturing	-5	-20.0%
Trade	208	135.9%
Transportation and Warehousing	17	6.0%
Professional	58	17.2%
Education	23	8.0%
Health care	385	5500.0%
Hospitality	225	244.6%
Other private sector	65	64.4%
Public sector	32	3200.0%
Parklands of Floyd's Fork Total	1,045	71.8%

Table 3.15.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Parklands of Floyd's Fork market area. Source: U.S. Census Bureau.

As shown in Figure 3.15.7, between 2002 and 2013, commute distances to jobs in the Parklands of Floyd's Fork changed slightly. There was a 3 percentage point increase in commutes of less than 10 miles, but also a 3 percentage point increase in commutes greater than 50 miles. Meanwhile, fewer commutes are in the 10 to 50 mile range.

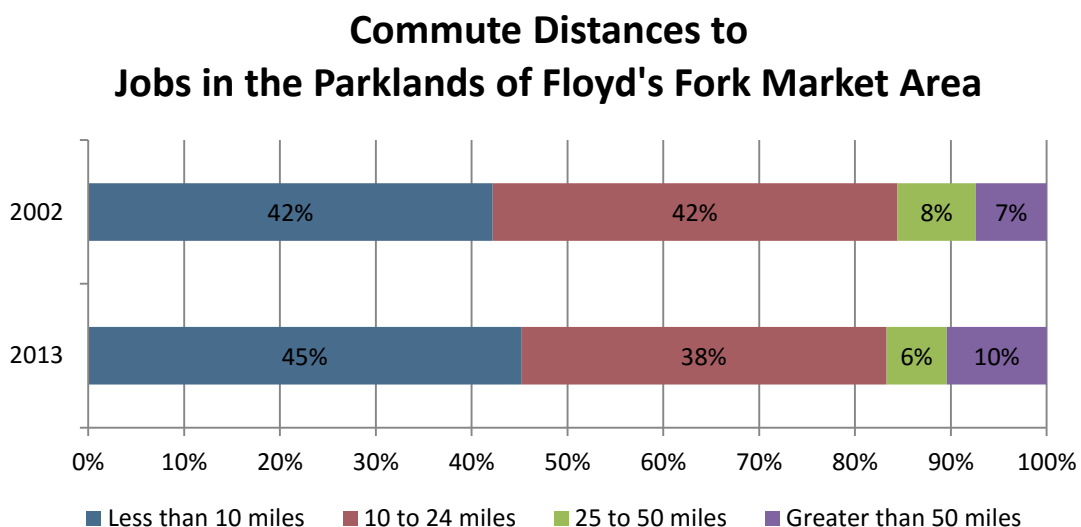


Figure 3.15.7. Commute distances workers traveled to jobs in the Parklands of Floyd's Fork market area in 2002 and 2013. Source: U.S. Census Bureau.

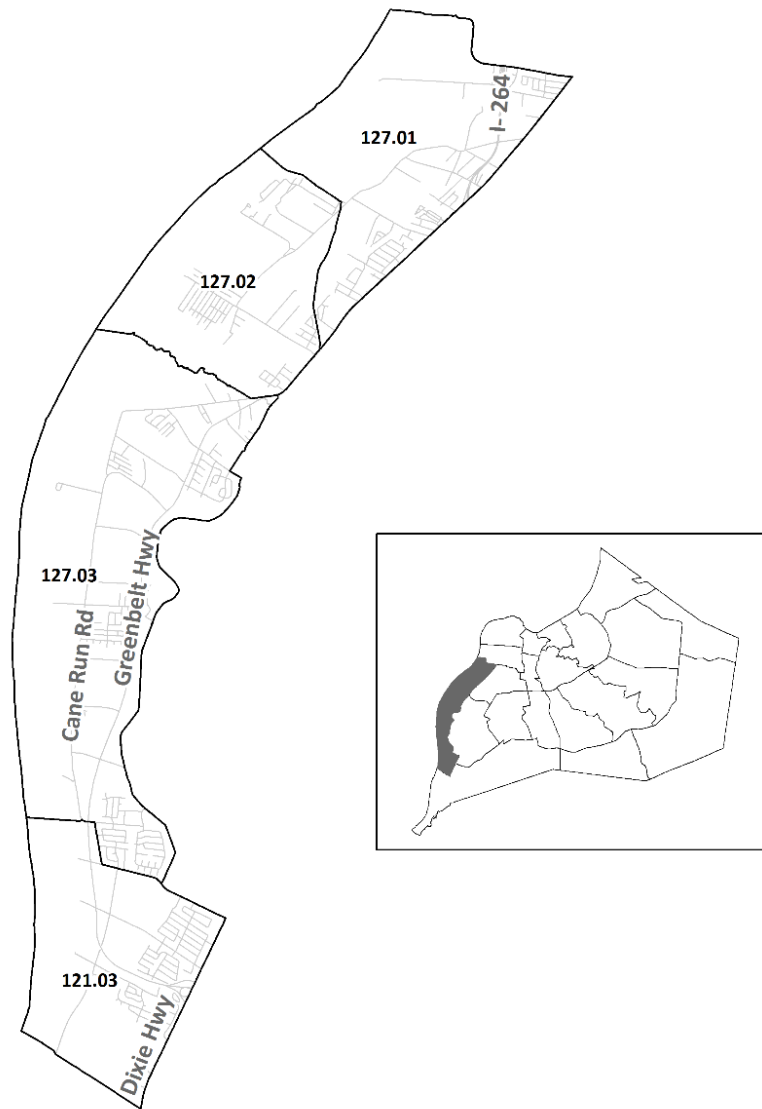
Employment Forecast

Total employment in the Parklands of Floyd's Fork market area will increase by about 1,000 over the forecast period (see Table 3.15.5). Gainers will include trade (750 jobs) and hospitality (730 jobs). Even though losses in the professional sector are forecast to be significant (over 600 jobs) this projection may be driven by the loss of one or two major employers in the sector during the observation period of 2002-2013. The addition of another professional sector employer to the market area during the forecast period could easily offset the job loss predicted in this sector.

Total Employment Forecast Parklands of Floyd's Fork Market Area				
2020	2025	2030	2035	2040
2,836	3,098	3,360	3,622	3,885

Table 3.15.5. Projections of total employment in the Parklands of Floyd's Fork market area by year.

Riverport



People

The Riverport market area's total population totaled 14,902 in 2010, a decline of 3% since 1990, but a 3% increase since 2000. All of the 2010 population living in the Riverport market area lived in households rather than group quarters.

The gender ratio of Riverport remained relatively stable over time. In 2010, males made up 49% of the total population and females made up the other 51%. As with many other areas of Metro Louisville, the Riverport market area aged between 1990 and 2010. Individuals above the age of 60 made up 18% of the total population in 2010, an increase from 1990 when those individuals

were 14% of the total population. Residents above the age of 75 nearly doubled from 1990 to 2010, growing from 2.6% of the total population to 5% in 2010. The percentage of the population made up of individuals below the age of 18 fell from 29% in 1990 to 26% in 2010. The population of residents between the ages of 18 and 59 also declined slightly, from 58% of the 1990 population to 57% in 2010. As illustrated in Figure 3.16.1, the population aged 45 to 54 represented the largest age group in the area, comprising 16% of the area's 2010 population.

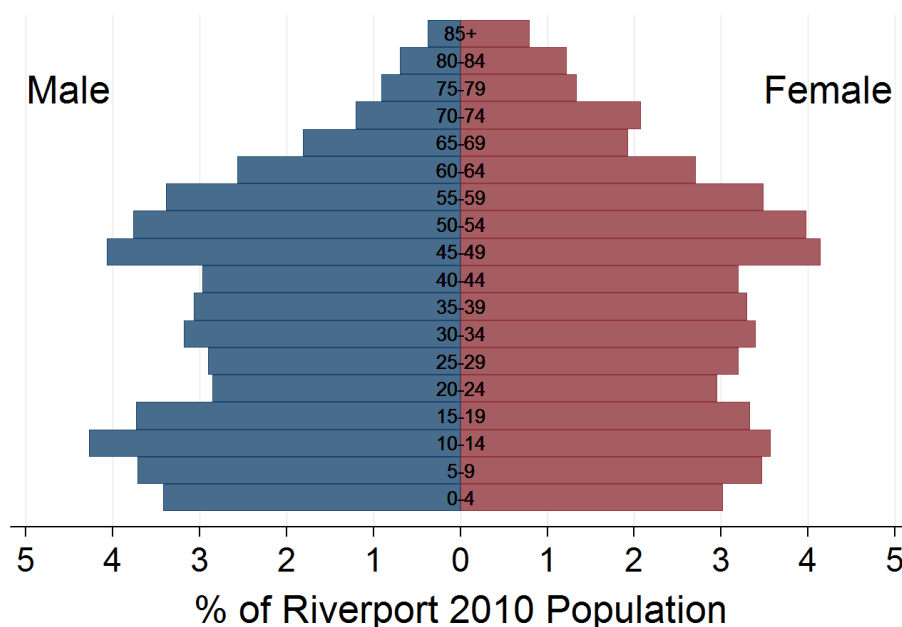


Figure 3.16.1. Population pyramid of the Riverport market area. Source: U.S. Census Bureau.

Riverport's population became more racially and ethnically diverse over time, though these changes have not been as significant relative to those within the Metro area as a whole. As seen in Table 3.16.1, the non-Hispanic White population fell as a percentage of the total population from 79% in 1990 to 73% in 2010. In their place, all other racial groups grew slightly in terms of proportion of the total population. There was a large increase in the Hispanic population, which grew from 0.5% of the population in 1990 to 3% of the population in 2010. Limited English proficiency is hardly present in the Riverport market area, comprising only 0.4% of the population age five and over in 2010.

The Riverport market area showed modest improvements in educational attainment between 1990 and 2010, as shown in Figure 3.16.2. The percentage of the adult population who had not graduated high school fell from 33% in 1990 to 23% in 2010. High school graduates without a four-year college degree grew 7.5% since 1990 to make up 70% of the adult population in 2010. Adults with a Bachelor's degree or higher in 2010 made up only 7% of the population 25 and over, up from 4% in 1990.

Riverport Race, Ethnicity, and Nativity			
	1990	2000	2010
Non-Hispanic White	79.1%	78.2%	73.0%
Non-Hispanic Black	19.9%	18.9%	21.2%
Non-Hispanic Asian	0.2%	0.2%	0.5%
Non-Hispanic Other	0.3%	1.6%	2.4%
Hispanic	0.5%	1.0%	2.9%
Foreign Born	0.7%	1.7%	1.9%

Table 3.16.1. Race, ethnicity, and nativity of the Riverport market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

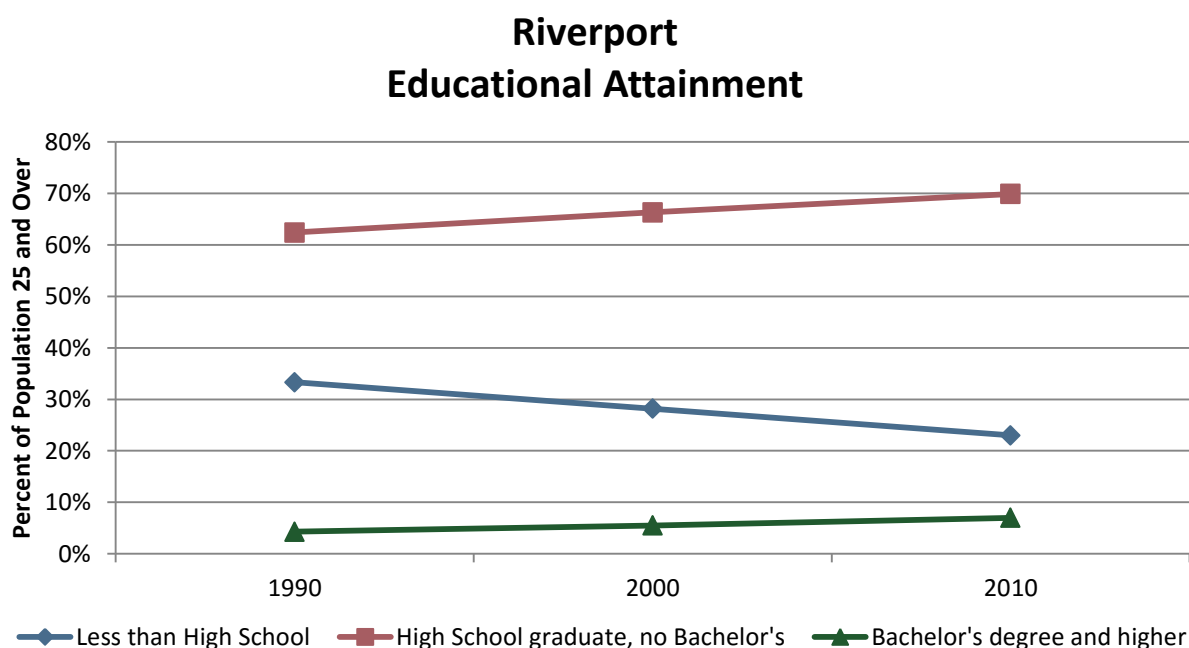


Figure 3.16.2. Percentage of the population 25 years and over in the Riverport market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percentage of the population 15 years and older who were married in 2010 was 39% in 2010, a decline from 55% in 1990. Conversely, the percentage of the population who had never been married grew from 24% in 1990 to 33% in 2010.

Households and Families

The number of households living in the Riverport market area was 5,797 in 2010, a 6% increase from 1990. Of the total number of households in 2010, 68% were family households, a drop from 78% in 1990. Meanwhile, the percentage of single person households increased from 18% in 1990 to 26% in 2010. These changes are reflected in the average household size, which declined from 2.79 individuals per household in 1990 to 2.57 individuals per household in 2010 (see Figure 3.16.3).

Of the 3,953 family households in Riverport in 2010, 60% were married couples while 30% were female-headed families. In 1990, 72% of family households were married families and 23% were female-headed families. The average family size fell from 3.16 individuals per family in 1990 to 3.08 individuals per family in 2010.

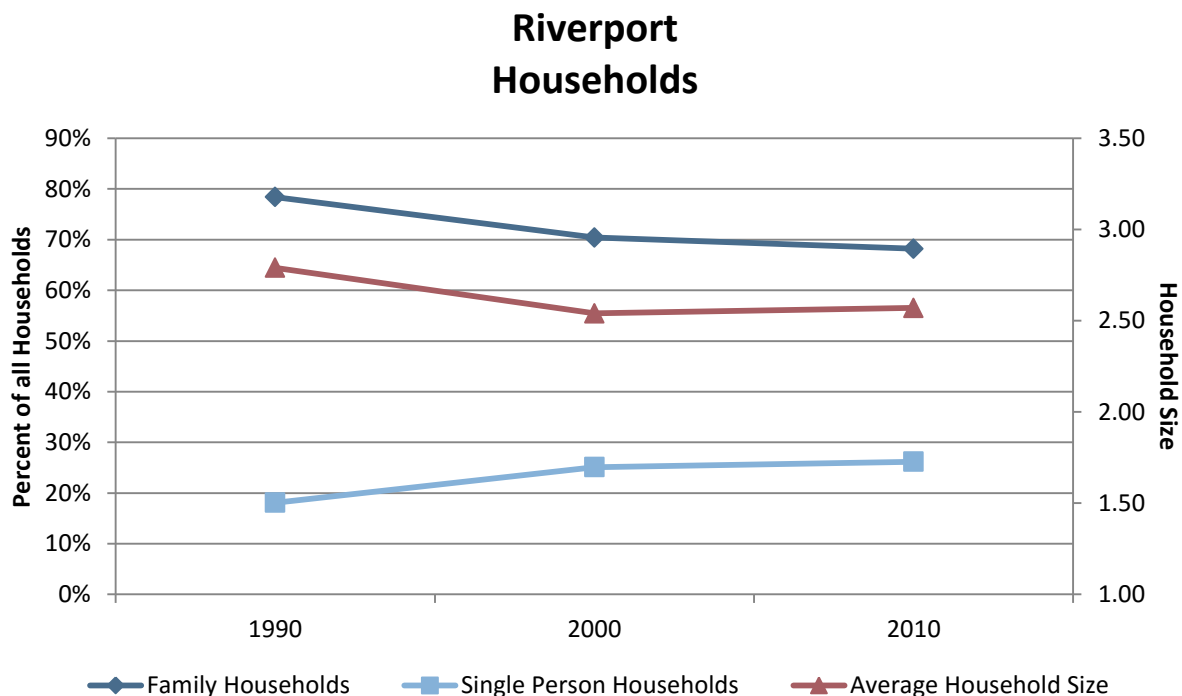


Figure 3.16.3. The percentage of all households in the Riverport market area that are family households or individuals living alone by decade (left axis); average household size in the Riverport market area in each decade (right axis). Source: U.S. Census Bureau.

The median household income of the Riverport market area was \$41,046, an 8% decline from 1990 in real terms. As reflected in Figure 3.16.4, the Riverport area experienced significant declines in family poverty from 1990 to 2000. However, between 2000 and 2010 poverty again increased, so that the proportion of families in poverty in 2010 was at or above the same level

as in 1990. In 2010, 16% of families and 26% of families with children were below the poverty line.

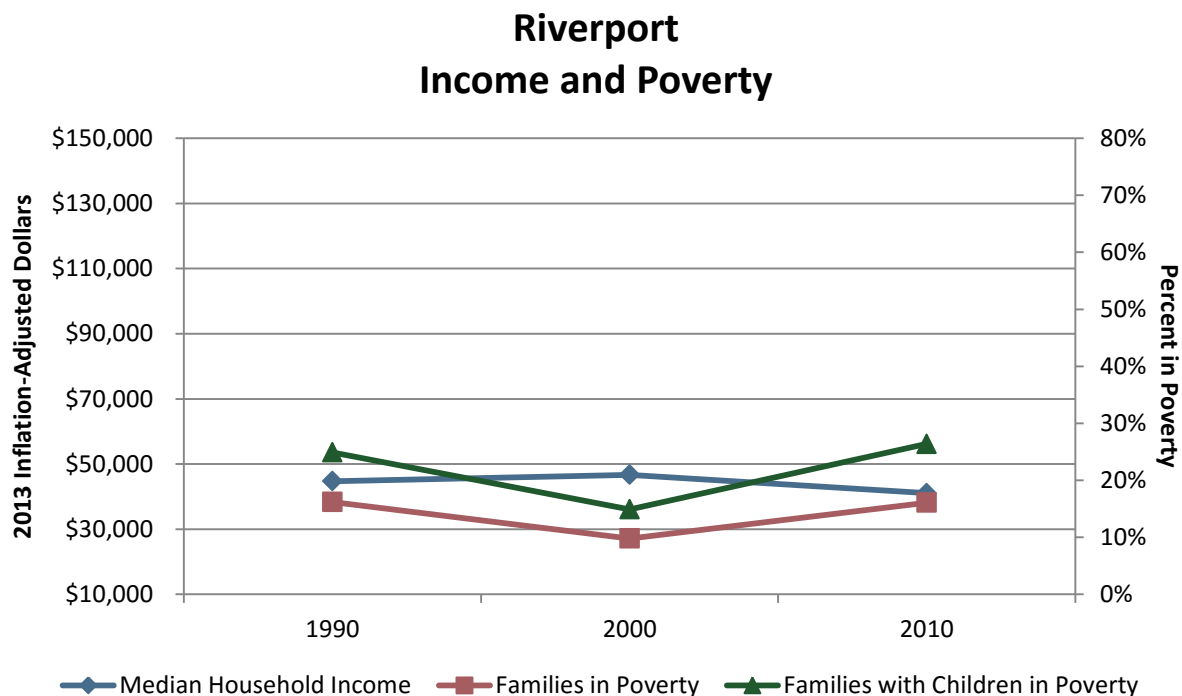


Figure 3.16.4. The Riverport market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Riverport market area with income below the poverty line and the percentage of families with children in the Riverport market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median home value in the Riverport market area increased 35% since 1990, reaching a value of \$102,976 in 2010 after controlling for inflation. The median contract rent increased only slightly (4%) between 1990 and 2010 and actually declined (-13%) between 2000 and 2010 for a 2010 value of \$488 per month (see Figure 3.16.5). In 2010, the percentage of homeowners spending 30% or more of their income on housing was 26%, compared to just 13% in 1990. Conversely, the housing cost burden for renters declined from 54% in 1990 to 44% in 2010.

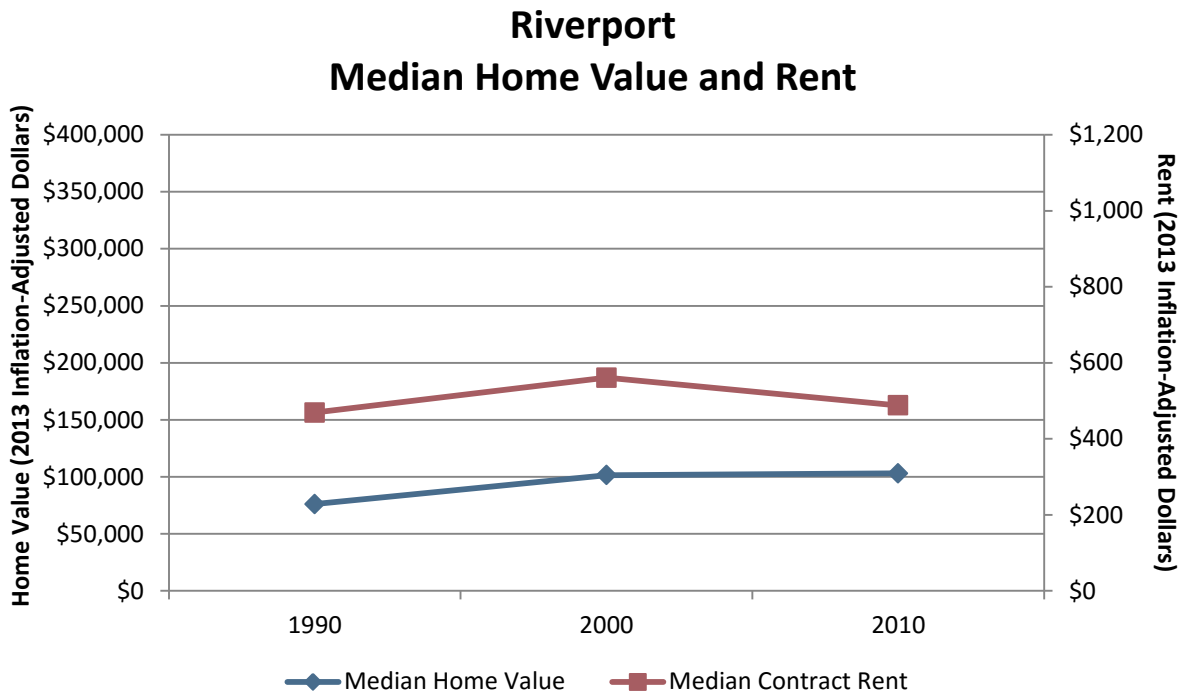


Figure 3.16.5. The median home value of owner-occupied housing units in the Riverport market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Riverport market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

Commute times remained relatively stable over time for workers living in the Riverport market area. The percentage of workers who did not work from home for whom the commute was less than 30 minutes each day fell a small degree, from 63% in 1990 to 62% in 2010. However, the percentage of workers whose commute was over an hour doubled from 4% in 1990 to 8% in 2010.

Housing Units

The total number of housing units in the Riverport area increased 12% since 1990 with the area having 6,428 housing units in 2010. Of the total number of housing units, 10% were vacant in 2010, over double the vacancy rate in 1990. Of the 5,797 occupied housing units in 2010, 73% were owner occupied and 27% were renter-occupied. These rates have remained stable since 1990.

Projections of Population and Households

The Riverport market area is projected to grow by 3,532 people between 2010 and 2040, a 24% increase in its population (see Table 3.16.2). The largest population gains are expected in two tracts, one centrally located in the market area and the other along the northern edge of the market area. The remaining two tracts are also expected to see population growth.

Projections of Total Population, 2010 - 2040 Riverport Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 121.03	3,168	3,323	3,473	3,605	3,723	3,791	3,852	684	21.6%
Census Tract 127.01	3,576	3,766	3,950	4,217	4,468	4,627	4,779	1,203	33.6%
Census Tract 127.02	2,089	2,088	2,083	2,113	2,134	2,179	2,220	131	6.3%
Census Tract 127.03	6,069	6,235	6,392	6,667	6,918	7,257	7,583	1,514	24.9%
Riverport Total	14,902	15,412	15,899	16,602	17,243	17,855	18,434	3,532	23.7%

Table 3.16.2. Projections of total population in the Riverport market area by census tract and year.

The Riverport market area is projected to gain 1,629 households between 2010 and 2040, a 28% increase (see Table 3.16.3). All tracts in the market area are expected to gain households. The pattern of household growth closely mirrors that of population growth, as average household size is projected to hold stable in this market area throughout the projection period.

Projections of Total Households, 2010 - 2040 Riverport Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 121.03	1,218	1,276	1,331	1,384	1,428	1,447	1,460	242	19.9%
Census Tract 127.01	1,496	1,612	1,725	1,868	1,999	2,078	2,151	655	43.8%
Census Tract 127.02	779	783	786	801	811	817	819	40	5.1%
Census Tract 127.03	2,304	2,391	2,474	2,610	2,730	2,867	2,995	691	30.0%
Riverport Total	5,797	6,061	6,316	6,662	6,968	7,209	7,426	1,629	28.1%

Table 3.16.3. Projections of households in the Riverport market area by census tract and year.

Employment

The Riverport market area derives its name from an industrial park opened by the Jefferson County government in the early 1980s. The site's proximity to the Ohio River, the provision of rail and surface road access, and the proximity of Louisville International Airport together made Riverport industrial park a fully multi-modal facility. Riverport was developed as a companion to Rubbertown, another industrial park about two miles to the north at the opposite end of the market area. A concentration of major chemical companies that were originally sited in Louisville during World War II, Rubbertown serves an important role to this day in sustaining Louisville's industrial economy.

In 2013 there were 10,640 full and part time jobs in the Riverport market area, accounting for 2% of the jobs in Louisville Metro. Riverport is dominated by manufacturing and transportation and warehousing, with employment in these two sectors comprising about half of total employment (see Figure 3.16.6). Major employers in these two sectors include large facilities associated with Rubbertown and the Riverport Industrial Park, including American Synthetic Rubber, Dynacraft, Plastech, Borden Chemical, Zeon Chemicals, Atlas Machine and Supply, as well as Kentucky Trailer Company, Wolverine Worldwide Distribution, R&L Carriers, and Ann Taylor Distribution Services.

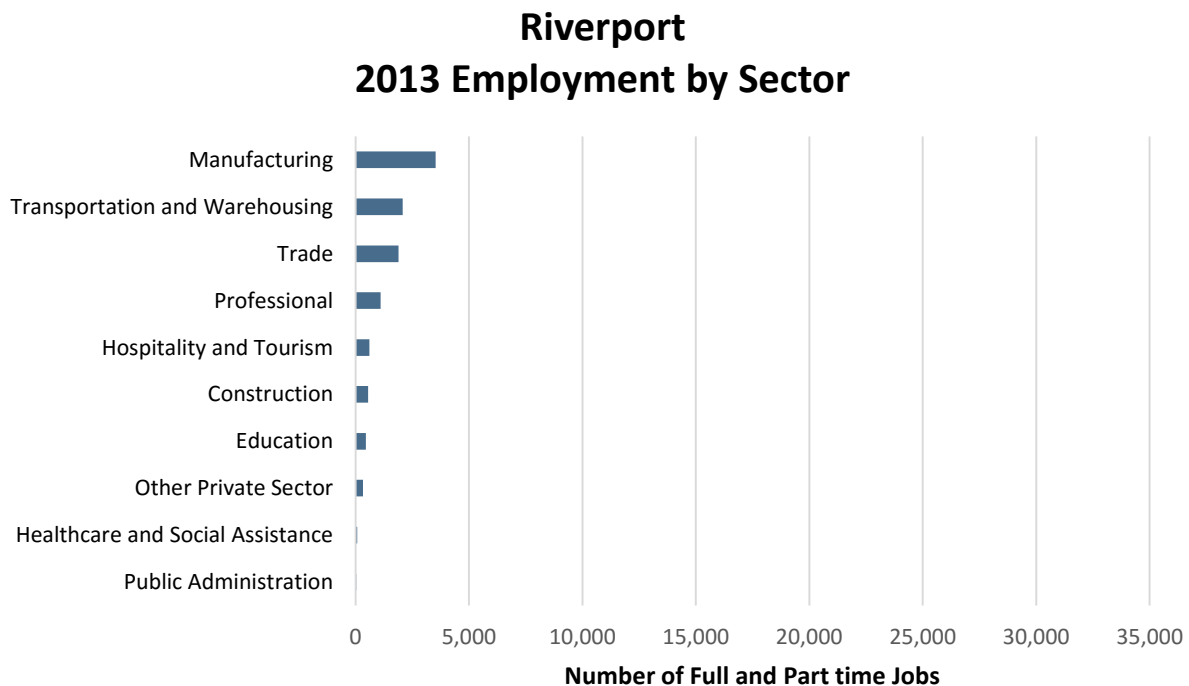


Figure 3.16.6. Full and part time employment by sector grouping in the Riverport market area in 2013. Source: U.S. Census Bureau.

Jobs in the Riverport market area grew by 14% between 2002 and 2013, a gain of 1,342 jobs (see Table 3.16.4). Growth in the transportation and warehousing sector accounted for the majority of job gains over this time period. Employment growth also occurred in the professional, hospitality, and construction sectors. Meanwhile, the manufacturing and other private sectors lost jobs.

Riverport Employment Change by Sector (2002 – 2013)		
Sector	Numeric Change	Percent Change
Construction	128	30.2%
Manufacturing	-321	-8.3%
Trade	-40	-2.1%
Transportation and Warehousing	1,166	129.3%
Professional	452	69.1%
Education	39	9.2%
Health care	-10	-13.3%
Hospitality	231	61.1%
Other private sector	-320	-49.2%
Public sector	17	121.4%
Riverport Total	1,342	14.4%

Table 3.16.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Riverport market area. Source: U.S. Census Bureau.

There were significant changes in commute patterns among individuals traveling to jobs in the Riverport area between 2002 and 2013, as shown in Figure 3.16.7. By 2013, 9% fewer individuals lived within 10 miles of their jobs. Although there were slight increases in commuters traveling between 10 and 50 miles to Riverport jobs, the proportion of commuters traveling over 50 miles increased by 5%.

Commute Distances to Jobs in the Riverport Market Area

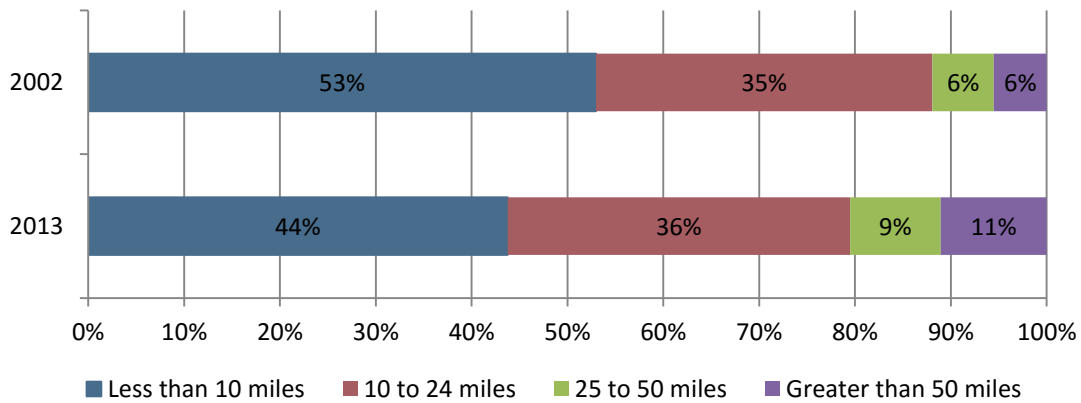


Figure 3.16.7. Commute distances workers traveled to jobs in the Riverport market area in 2002 and 2013. Source: U.S. Census Bureau.

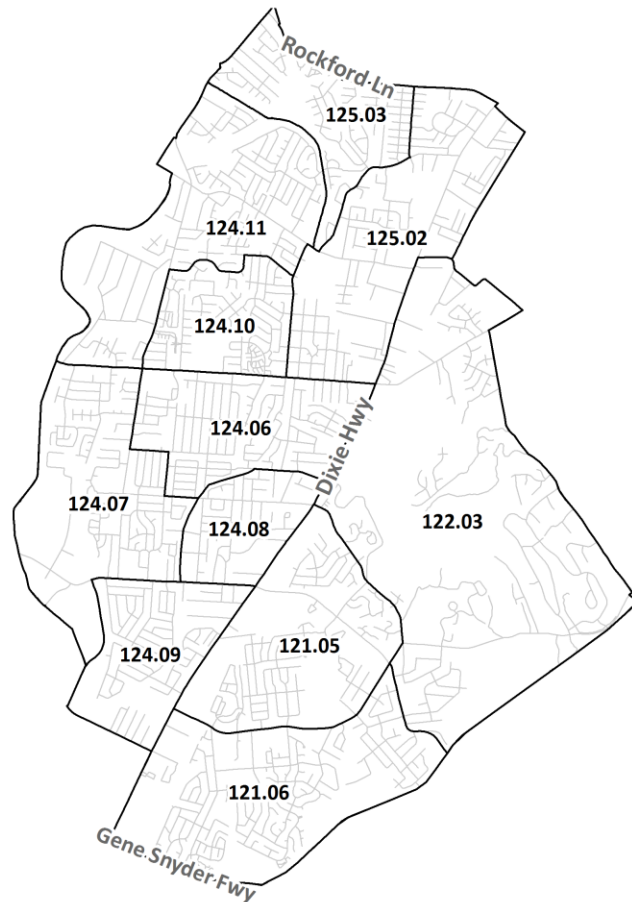
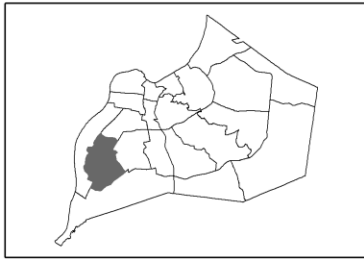
Employment Forecast

Total employment in the Riverport market area is expected to experience very modest growth over the forecast period (see Table 3.16.5). Manufacturing should remain stable but transportation and warehousing is forecast to add about 1,800 new jobs. Other sector changes over the forecast period are negligible.

Total Employment Forecast Riverport Market Area				
2020	2025	2030	2035	2040
9,579	9,751	9,922	10,094	10,265

Table 3.16.5. Projections of total employment in the Riverport market area by year.

South-Central Dixie



People

The South-Central Dixie market area's population reached 54,600 in 2010, a 10% increase since 1990. Of the total population, 99.6% were in households and 0.4% were in group quarters. These rates have been stable since 1990.

Similarly, the gender balance in the area has remained consistent since 1990, with females comprising 52% of the total population in 2010 and males comprising 48%.

The population age 60 and over increased from 16% in 1990 to 20% in 2010. Individuals age 75 and over more than doubled, going from 3% of the total population in 1990 to 7% in 2010. The population under the age of 18 declined from 26% of the total population in 1990 to 24% in 2010. Similarly, the adult population between the ages of 18 and 59 declined from 59% in 1990 to 57% in 2010. Even so, the largest age group residing in the South-Central Dixie market area in

2010 was adults age 45 to 54, as shown in Figure 3.17.1, which comprised 16% of the area's population.

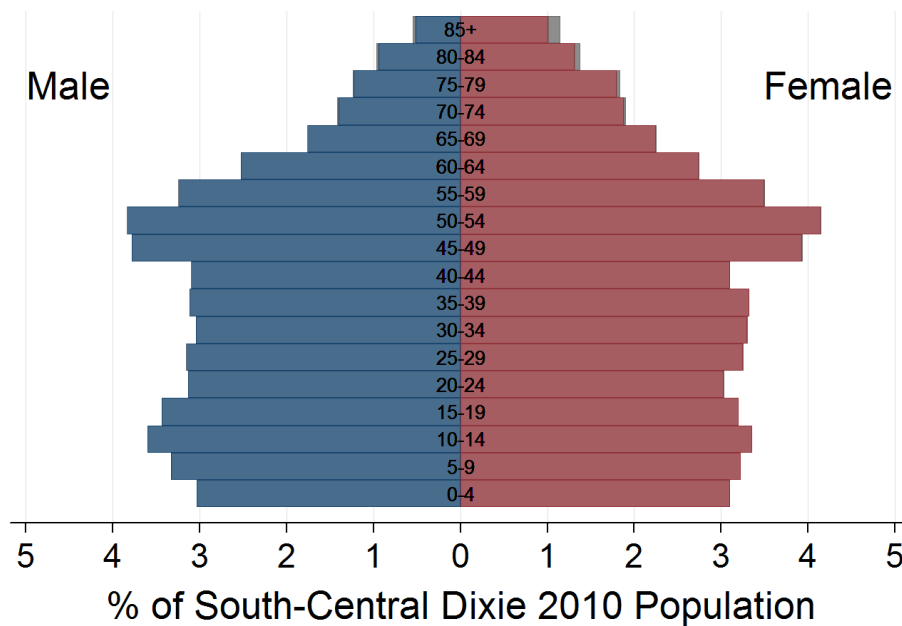


Figure 3.17.1. Population pyramid of the South-Central Dixie market area. Source: U.S. Census Bureau.

South-Central Dixie is becoming more racially and ethnically diverse, though the majority of the area's population in 2010 remained non-Hispanic White (see Table 3.17.1). There was nonetheless a significant decline in this majority, falling from 97% non-Hispanic White in 1990, to 86% in 2010. In their place, all other races gained a larger proportion of the total population. The racial group with the largest gains since 1990 was non-Hispanic Blacks, increasing from 2% of the total population in 1990 to 9% in 2010.

Unlike in many other market areas, the percentage of the population who cannot speak English well has remained the same since 1990, at 0.2%.

South-Central Dixie Race, Ethnicity, and Nativity			
	1990	2000	2010
Non-Hispanic White	96.7%	93.5%	85.6%
Non-Hispanic Black	2.2%	4.0%	9.3%
Non-Hispanic Asian	0.3%	0.5%	0.8%
Non-Hispanic Other	0.2%	1.2%	1.9%
Hispanic	0.6%	1.0%	2.3%
Foreign Born	1.0%	1.3%	1.5%

Table 3.17.1. Race, ethnicity, and nativity of the South-Central Dixie market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

The South-Central Dixie market area became more educated between 1990 and 2010, as shown in Figure 3.17.2. The percentage of the adult population who had not graduated high school fell from 29% in 1990 to 13% in 2010. Adults who held a high school diploma but not a Bachelor's degree increased from 64% in 1990 to 75% in 2010. Adults with Bachelor's degrees or better also increased, from 7% in 1990 to 12% in 2010.

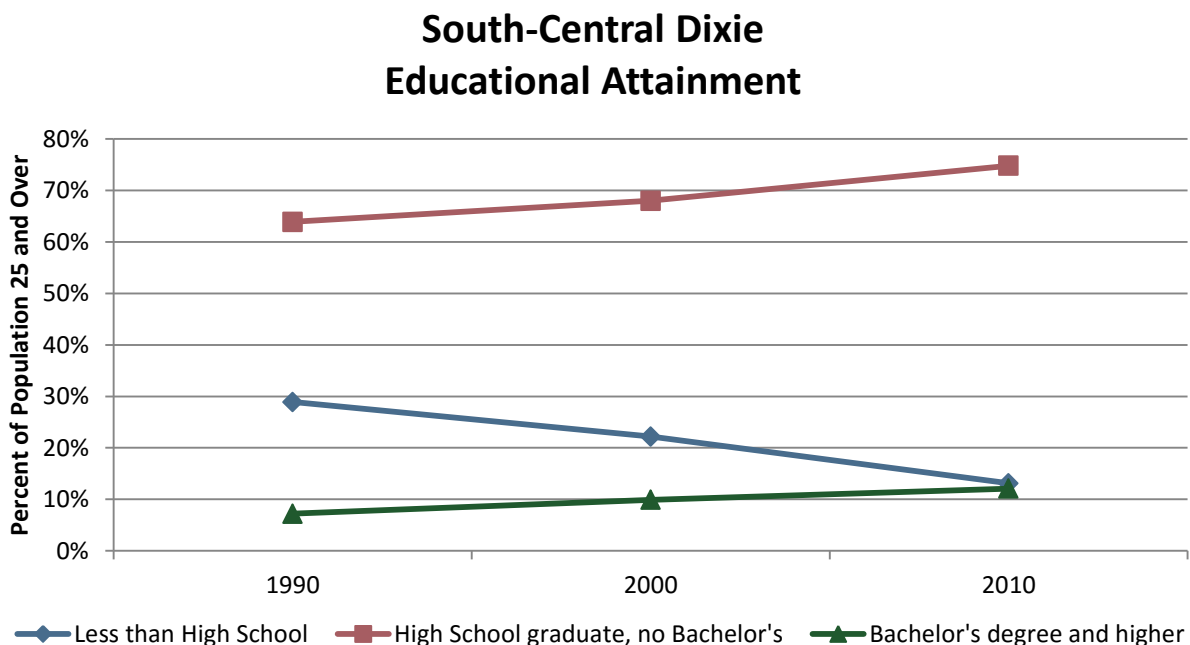


Figure 3.17.2. Percentage of the population 25 years and over in the South-Central Dixie market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percentage of the population age 15 and over who had never been married increased since 1990, going from 20% to 30% in 2010.

Households and Families

The number of households living in the South-Central market area reached 21,684 in 2010, a 21% increase since 1990. Of the total number of households in 2010, 69% were family households, a decrease from 81% in 1990 (see Figure 3.17.3). Meanwhile the percentage of single person households increased from 17% of total households in 1990 to 26% in 2010. The average household size decreased from 2.75 individuals per household in 1990 to 2.51 individuals per household in 2010.

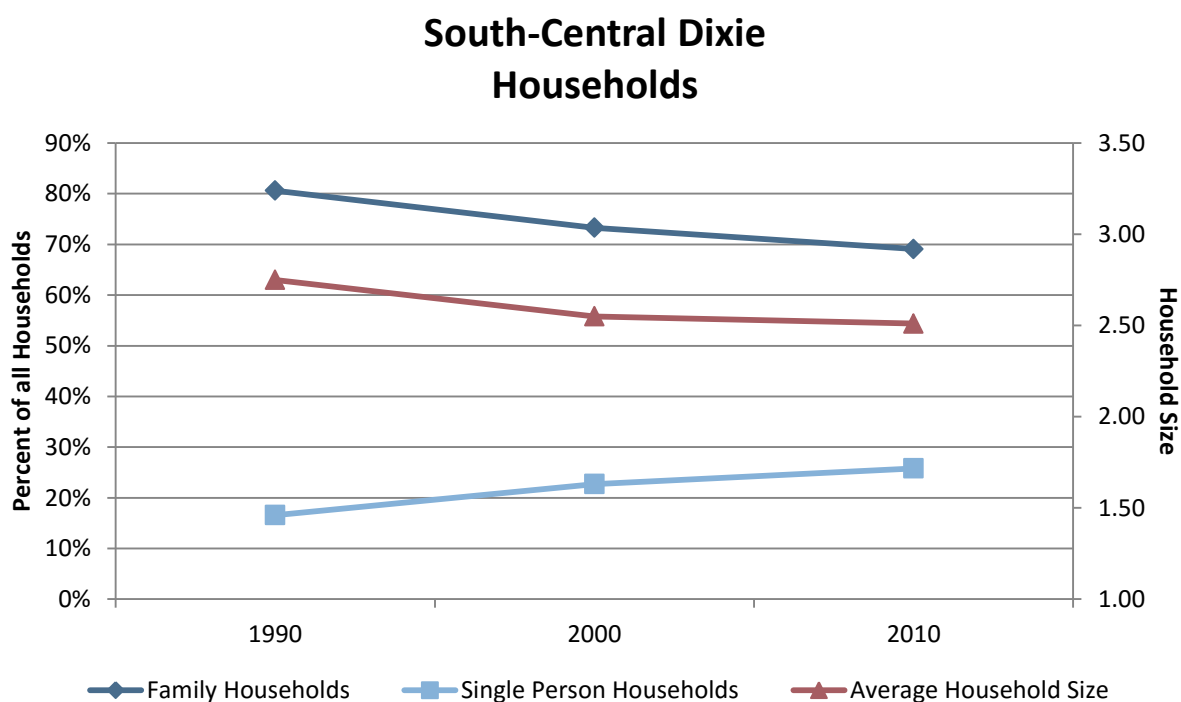


Figure 3.17.3. The percentage of all households in the South-Central Dixie market area that are family households or individuals living alone by decade (left axis); average household size in the South-Central Dixie market area in each decade (right axis). Source: U.S. Census Bureau.

Of the 14,975 family households in the South-Central Dixie market area in 2010, 69% were married couples, a decline from 82% in 1990. Female-headed families made up 23% of family households in 2010, an increase from 15% in 1990. The average family size declined from 3.08 individuals per family in 1990 to 2.99 individuals per family in 2010.

The median household income in the South-Central Dixie market area decreased 16% in real terms between 1990 and 2010, to \$47,396 in 2010. Owing to an increase in real income between 1990 and 2000, the decline in income was even steeper between 2000 and 2010, when income fell 21%. Poverty rates increased over time, with 9% of families and 16% of families with children living in poverty in 2010 (see Figure 3.17.4).

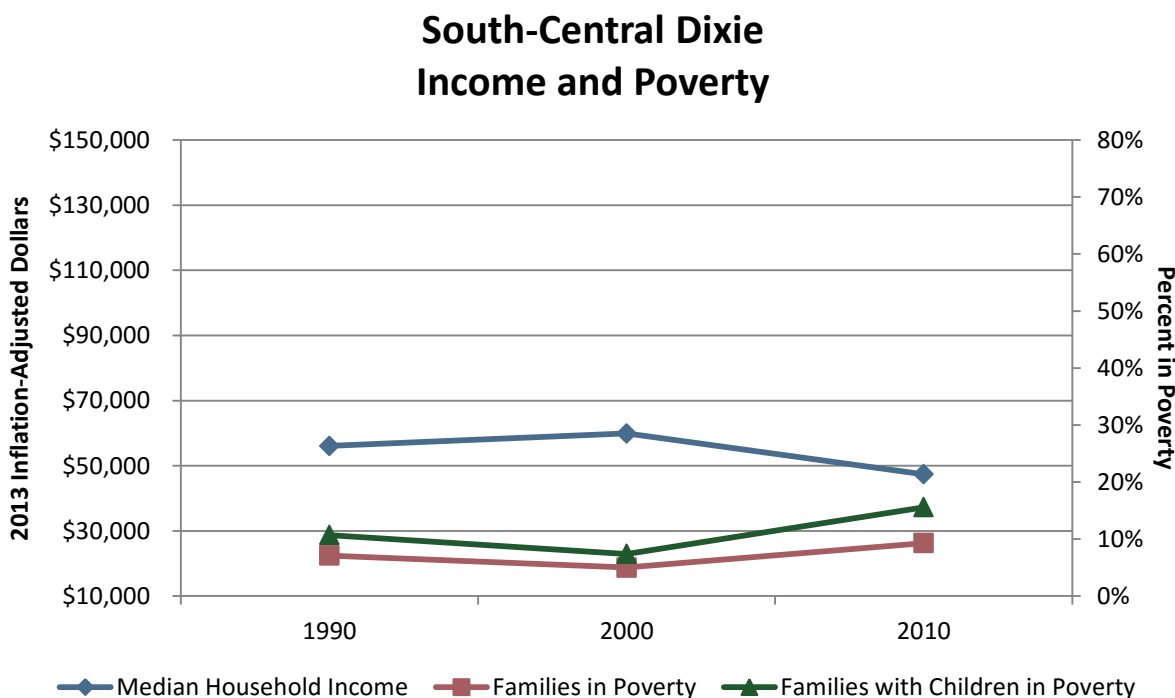


Figure 3.17.4. The South-Central Dixie market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the South-Central Dixie market area with income below the poverty line and the percentage of families with children in the South-Central Dixie market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median home value in the South-Central Dixie market area was \$123,837 in 2010. Although this value is a 34% increase over the median home value in 1990, the 2010 value represents a 2% decline from the median home value in 2000 (inflation adjusted). The median contract rent for the area increased 26% since 1990 reaching \$605 per month in 2010 (see Figure 3.17.5). Loss of income and increased housing costs have contributed to an increased housing cost burden for residents of the area. In 2010, over half of renters (56%) spent 30% or more of their income on rent, a sharp increase from the 35% of renters in 1990 with this burden. Meanwhile, 20% of homeowners were spending 30% or more of their income on housing in 2010, an increase from 12% in 1990.

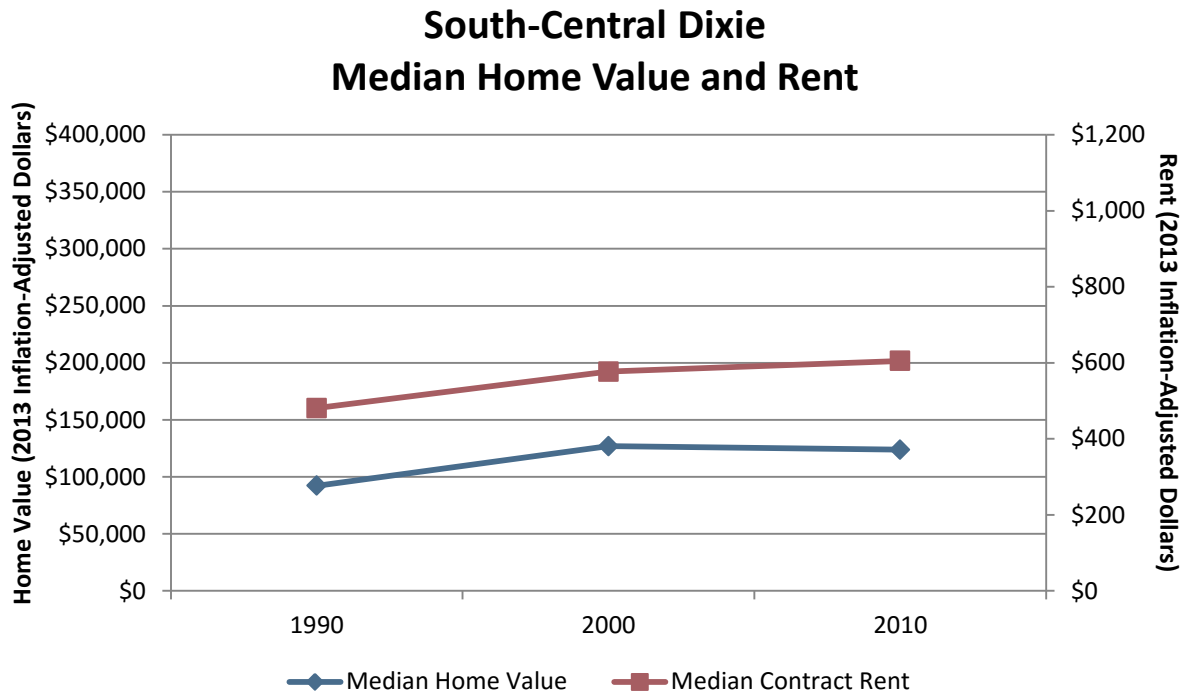


Figure 3.17.5. The median home value of owner-occupied housing units in the South-Central Dixie market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the South-Central Dixie market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

The commute times for workers living in South-Central Dixie remained stable over time. In 2010, 65% of workers who did not work at home traveled less than 30 minutes to their workplace, and 97% of workers had a commute of less than an hour.

Housing Units

The total number of housing units in the South-Central Dixie market area increased 25% in twenty years, from 18,439 in 1990 to 23,049 in 2010. Of the total number of units in 2010, 6% were vacant, an increase from the 2% vacant in 1990. Of the 21,684 occupied units in 2010, 74% were owner-occupied and 26% were rented. In 1990, 81% of occupied units were owner-occupied and 19% were renter-occupied.

Projections of Population and Households

The South-Central Dixie market area is projected to grow by an additional 11,904 persons between 2010 and 2040, amounting to a 22% increase in its population (see Table 3.17.2). This increase will bring the total population of the area to 66,504 in 2040. Population gains will be larger on the west side of Dixie Highway than on the east, although population growth is expected throughout the market area. The largest population growth is forecasted in tract 124.11, which contains the largest proportion of vacant parcels of the tracts in this market area.

Projections of Total Population, 2010 - 2040 South-Central Dixie Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 121.05	4,557	4,729	4,894	5,029	5,145	5,225	5,296	739	16.2%
Census Tract 121.06	7,683	7,950	8,206	8,604	8,971	9,205	9,422	1,739	22.6%
Census Tract 122.03	6,182	6,408	6,624	6,956	7,263	7,660	8,043	1,861	30.1%
Census Tract 124.06	5,669	5,855	6,034	6,164	6,272	6,365	6,447	778	13.7%
Census Tract 124.07	4,583	4,757	4,925	5,030	5,117	5,195	5,264	681	14.9%
Census Tract 124.08	2,391	2,464	2,533	2,646	2,751	2,799	2,843	452	18.9%
Census Tract 124.09	3,312	3,427	3,537	3,615	3,680	3,735	3,783	471	14.2%
Census Tract 124.10	4,180	4,268	4,350	4,438	4,510	4,571	4,624	444	10.6%
Census Tract 124.11	6,653	7,012	7,361	7,873	8,356	8,997	9,623	2,970	44.6%
Census Tract 125.02	5,230	5,520	5,802	5,993	6,162	6,271	6,369	1,139	21.8%
Census Tract 125.03	4,160	4,253	4,341	4,507	4,656	4,727	4,790	630	15.2%
South-Central Dixie Total	54,600	56,643	58,607	60,855	62,882	64,751	66,504	11,904	21.8%

Table 3.17.2. Projections of total population in the South-Central Dixie market area by census tract and year.

The South-Central Dixie market area is projected to gain 5,219 households between 2010 and 2040, a 24% increase (see Table 3.17.3). The average household size within this market area will remain fairly stable and uniform throughout the market area, so patterns of household change will closely mirror the pattern of overall population change.

Projections of Total Households, 2010 - 2040 South-Central Dixie Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 121.05	1,838	1,926	2,012	2,090	2,155	2,203	2,242	404	22.0%
Census Tract 121.06	2,952	3,056	3,155	3,292	3,409	3,467	3,513	561	19.0%
Census Tract 122.03	2,366	2,493	2,617	2,765	2,897	3,035	3,164	798	33.7%
Census Tract 124.06	2,295	2,360	2,421	2,458	2,480	2,484	2,480	185	8.1%
Census Tract 124.07	1,724	1,799	1,872	1,920	1,955	1,979	1,995	271	15.7%
Census Tract 124.08	962	1,011	1,059	1,124	1,183	1,212	1,237	275	28.6%
Census Tract 124.09	1,291	1,336	1,378	1,423	1,459	1,485	1,506	215	16.7%
Census Tract 124.10	1,773	1,871	1,967	2,052	2,124	2,187	2,242	469	26.5%
Census Tract 124.11	2,489	2,667	2,842	3,062	3,264	3,500	3,724	1,235	49.6%
Census Tract 125.02	2,324	2,462	2,597	2,676	2,738	2,784	2,819	495	21.3%
Census Tract 125.03	1,670	1,723	1,774	1,852	1,919	1,953	1,981	311	18.6%
South-Central Dixie Total	21,684	22,705	23,694	24,714	25,583	26,288	26,903	5,219	24.1%

Table 3.17.3. Projections of households in the South-Central Dixie market area by census tract and year.

Employment

The dominant feature of the South-Central Dixie market area is the Dixie Highway corridor, which historically served as the area's commercial spine and as primary access for residential neighborhoods located both east and west of the corridor.

In 2013 the total number of full and part time jobs in the South-Central Dixie market area was 12,452, 3% of all jobs in Louisville Metro. Reflecting Dixie Highway's importance to the area's economy, the trade sector dominated the market area in 2013 (see Figure 3.17.6). Toyota of Louisville was a major employer. Meanwhile, the professional and hospitality sectors both employed a little more than 2,000 workers in 2013, followed by health care and education with 1,700 and 1,600 workers respectively.

The South-Central Dixie market area gained 1,577 jobs between 2002 and 2013, an increase of 15% (see Table 3.17.4). The professional, health care, and hospitality sectors had the strongest employment growth in the market area, while the trade, manufacturing, construction, and transportation and warehousing sectors had the largest employment loss.

South-Central Dixie 2013 Employment by Sector

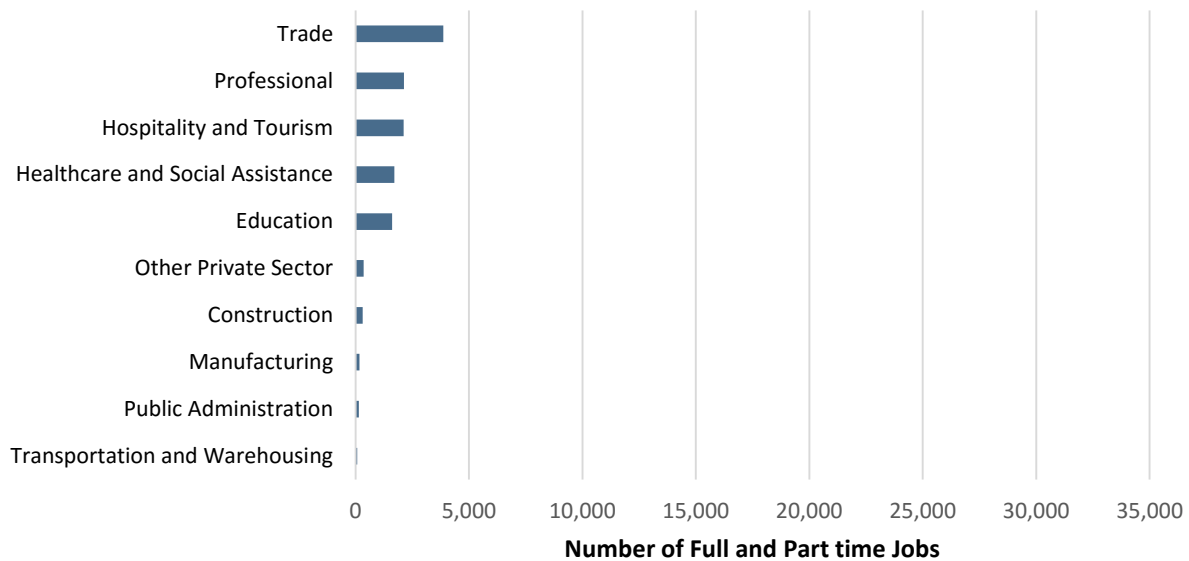


Figure 3.17.6. Full and part time employment by sector grouping in the South-Central Dixie market area in 2013. Source: U.S. Census Bureau.

South-Central Dixie Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-166	-35.1%
Manufacturing	-202	-55.2%
Trade	-317	-7.6%
Transportation and Warehousing	-104	-61.5%
Professional	984	85.8%
Education	202	14.4%
Health care	611	55.5%
Hospitality	490	30.1%
Other private sector	-8	-2.2%
Public sector	87	158.2%
South-Central Dixie Total	1,577	14.5%

Table 3.17.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the South-Central Dixie market area. Source: U.S. Census Bureau.

Commute distances to jobs in the South-Central Dixie market area increased between 2002 and 2013, as shown in Figure 3.17.7. In 2002, more than half of workers traveled less than 10 miles to jobs in South-Central Dixie, which dropped 11 percentage points by 2013. Meanwhile there was a 4% increase in commuters traveling over 50 miles, as well as those traveling between 10 and 24 miles.

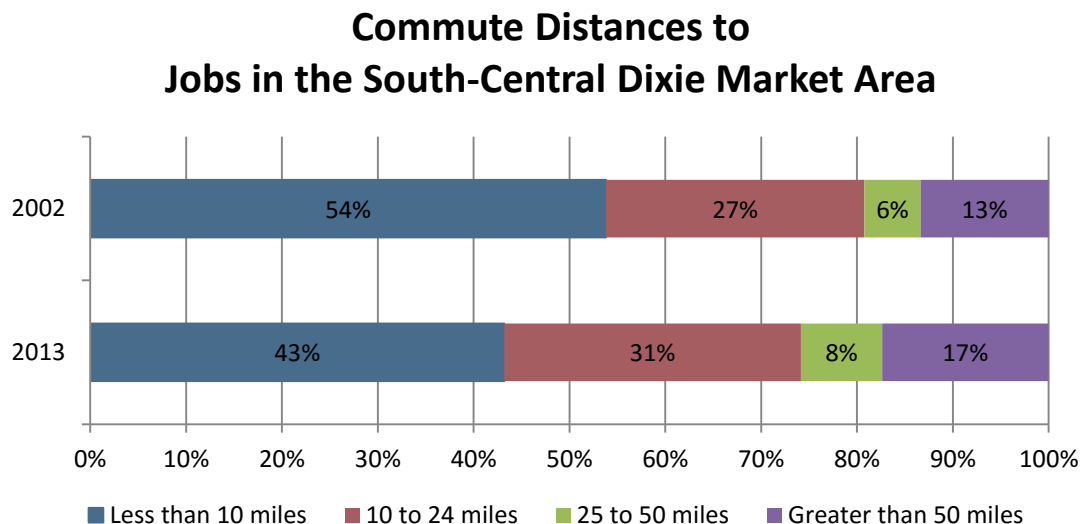


Figure 3.17.7. Commute distances workers traveled to jobs in the South-Central Dixie market area in 2002 and 2013. Source: U.S. Census Bureau.

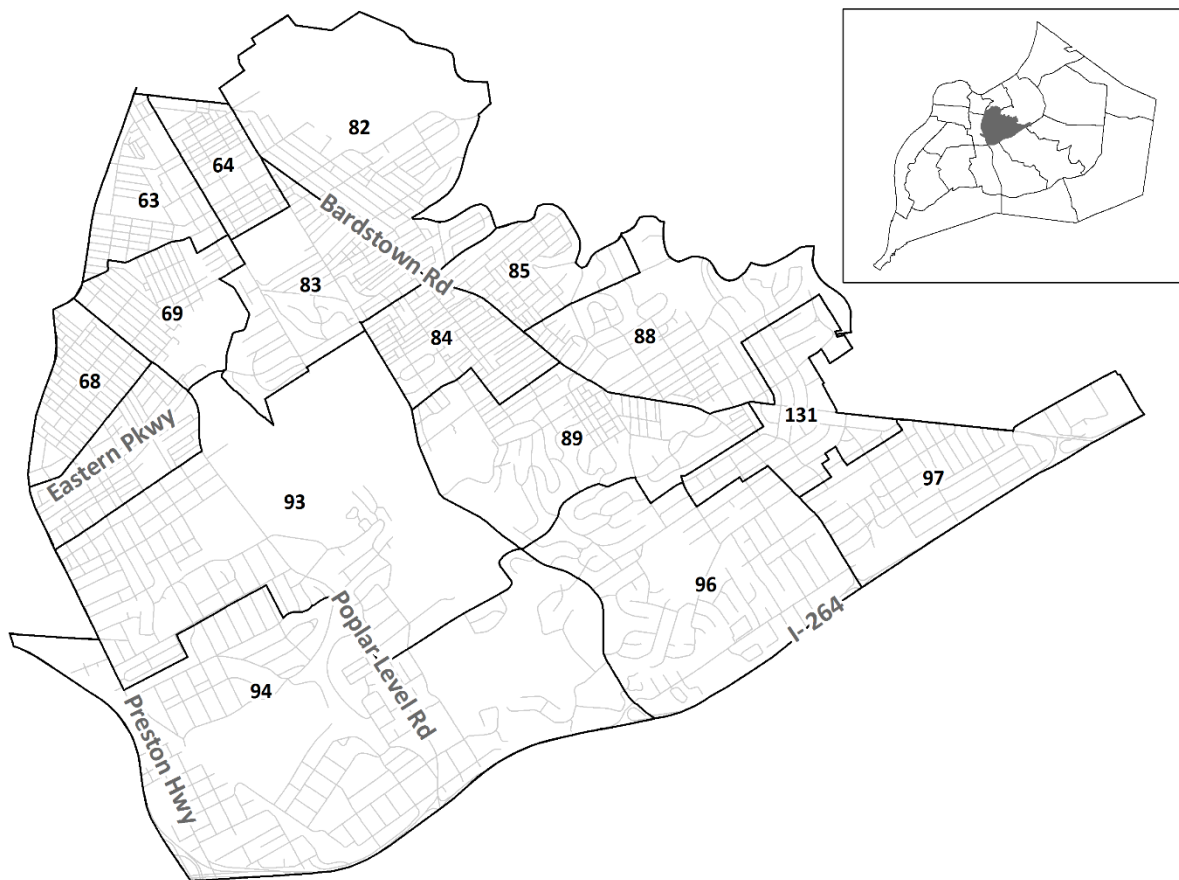
Employment Forecast

Unfortunately, the decline in transportation and warehousing jobs toward the end of the observation period likely suppressed the total employment forecast. Recent losses in construction and manufacturing also affected the forecast. Still, the South-Central Dixie market area is expected to see moderate employment growth over the forecast period, as shown in Table 3.17.5. The employment growth is led by gains in the professional sector (1,500 jobs), the health care sector (1,200 jobs), and the hospitality and education sectors.

Total Employment Forecast South-Central Dixie Market Area				
2020	2025	2030	2035	2040
13,503	14,297	15,091	15,886	16,680

Table 3.17.5. Projections of total employment in the South-Central Dixie market area by year.

Southeast Core



People

Similar to other areas of central Louisville, the Southeast Core lost population between 1990 and 2010. In 2010, the area's population stood at 49,229, a loss of 6% or just under 3,000 residents over the preceding twenty years. The area's gender balance became more even over the period, from 46% males and 54% females in 1990 to a near-equal ratio of 49% to 51% in 2010. Meanwhile, the percentage of children under 18 declined from 19% to 16% between 1990 and 2010, while the adults 60 and over declined from 25% to 21% of the total population. Alternately, the percentage of those adults 18 to 59 experienced a sizeable increase, from 56% of the total Southeast Core population in 1990 to 63% in 2010. Indeed, young adults age 20 to 34 comprised a full quarter of the Southeast Core's 2010 population (see Figure 3.18.1).

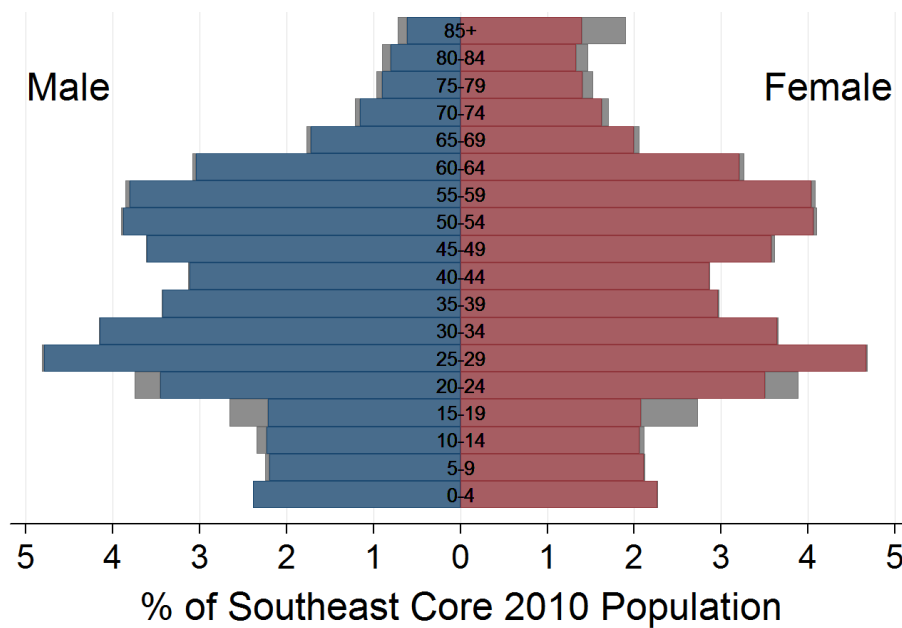


Figure 3.18.1. Population pyramid of the Southeast Core market area. Source: U.S. Census Bureau.

Although the Southeast Core remained predominantly Non-Hispanic White, the area’s racial and ethnic composition demonstrated a gradual increase of non-Hispanic Blacks, Asians, Hispanic and others between 1990 and 2010 as shown in Table 3.18.1. Consequently, the non-Hispanic White population declined from 97% to 92% over the twenty-year period, with other groups increasing correspondingly. More specifically, the population of non-Hispanic Blacks increased by about 750 residents between 1990 and 2010, while the number of Hispanics increased by over 630 during the same period. Despite an increase in the percentage of population who were foreign-born, the percentage of residents 5 years and older who did not speak English well remained insignificantly small.

The Southeast Core witnessed great progress in educational attainment between 1990 and 2010, as shown in Figure 3.18.2. Although the total percentage of those 25 and over with a high school diploma but without a college degree declined some, the percentage of those with a Bachelor’s degree or higher increased from 32% to 49% from 1990 to 2010, and the percentage of those without a high school diploma plummeted from 19% in 1990 to just 6% in 2010.

Southeast Core Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	97.3%	94.6%	92.0%
Non-Hispanic Black	1.5%	2.5%	3.2%
Non-Hispanic Asian	0.4%	0.7%	1.2%
Non-Hispanic Other	0.2%	1.2%	1.7%
Hispanic	0.5%	0.9%	1.9%
Foreign Born	1.5%	2.7%	2.3%

Table 3.18.1. Race, ethnicity, and nativity of the Southeast Core market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

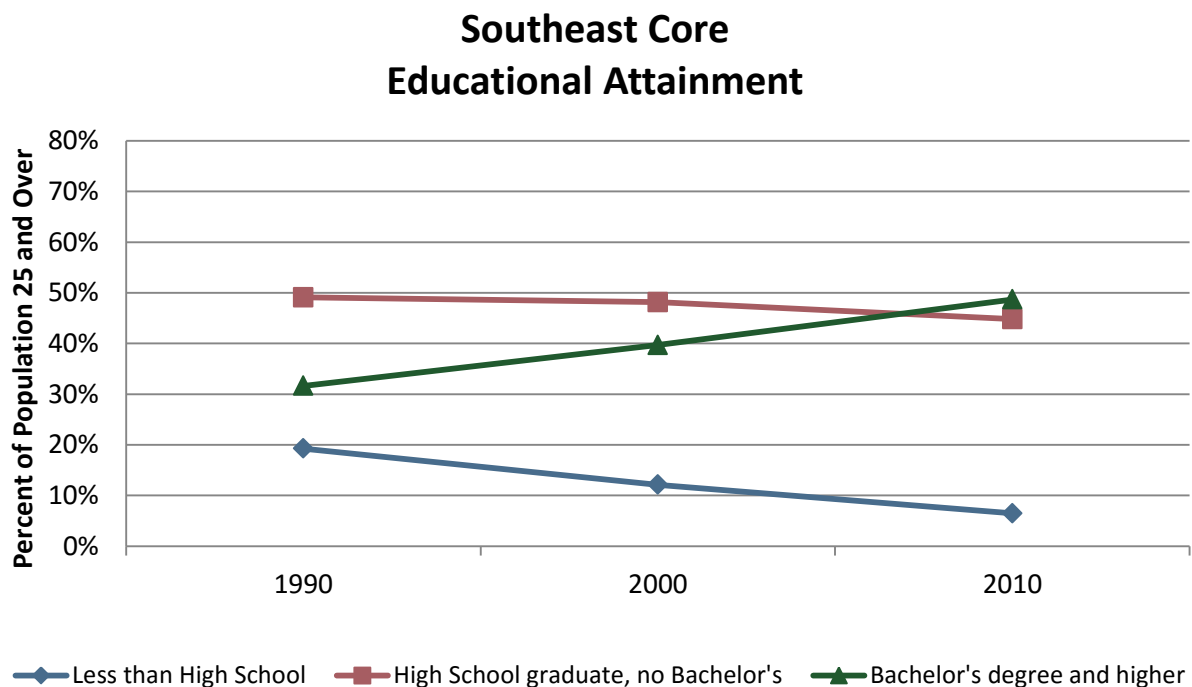


Figure 3.18.2. Percentage of the population 25 years and over in the Southeast Core market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percent of population 15 years and older who had never been married increased from 28% in 1990 to 37% in 2010.

Households and Families

Total Southeast Core households remained more or less constant between 1990 and 2010. The 23,215 households present in the area in 2010 were just 114 households fewer than the number recorded in 1990 and 583 households fewer than recorded in 2000. The average household size, however, decreased from 2.18 in 1990 to 2.04 in 2010, which accounts for the 6% decline in the area's total population over the period.

While the proportion of single-person households in the Southeast Area remained more or less constant – from 37% in 1990 to 39% in 2010 – the composition of family households experienced change over the same period. The percent of total households who were family households declined from 57% in 1990 to 49% in 2010, as shown in Figure 3.18.3.

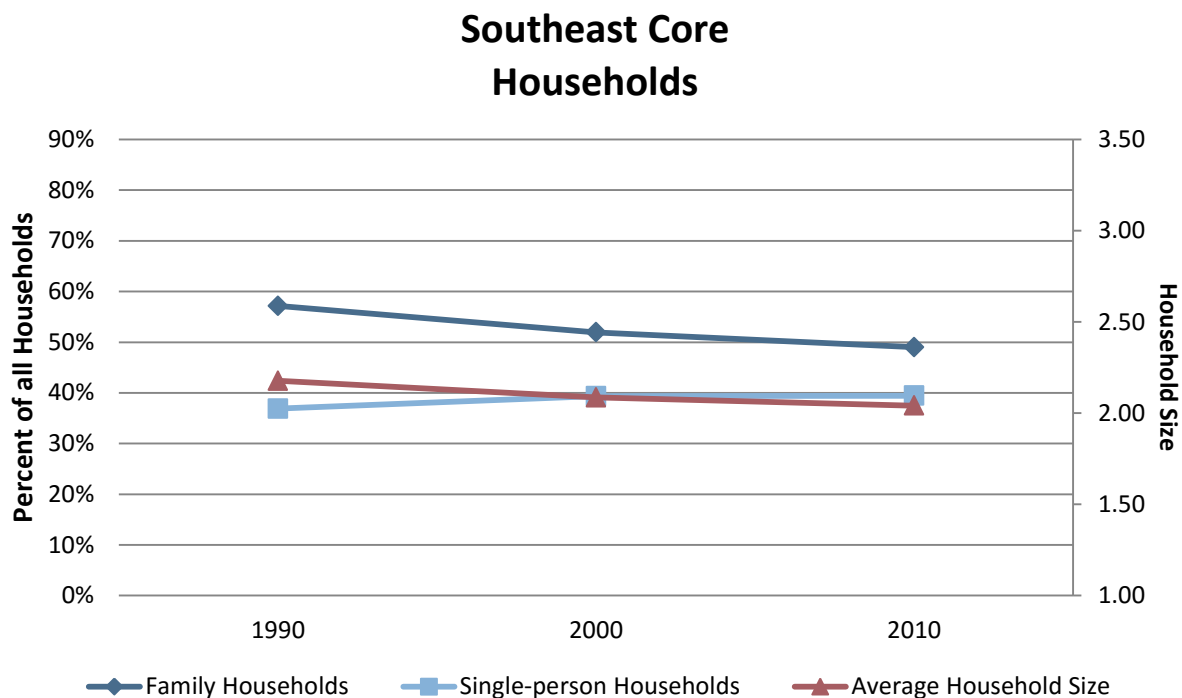


Figure 3.18.3. The percentage of all households in the Southeast Core market area that are family households or individuals living alone by decade (left axis); average household size in the Southeast Core market area in each decade (right axis). Source: U.S. Census Bureau.

The number of total households who were family households in Southeast Core declined by around 1,000, or nearly 15%, between 1990 and 2010. Married-couple families declined from 78% in 1990 to 74% of all families in 2010, while the number of single parent households with children increased 10% over the same period. Alternately, the number of married-couple

households with children fell 29% -- from 4,296 in 2010 to 3,055 in 2010. Average family size declined from 2.90 in 1990 to 2.76 in 2010.

The median household income in Southeast Core stood at \$55,796 in 2010, having declined only slightly in real terms between 1990 and 2010 (see Figure 3.18.4). The percent of family households in poverty remained more or less constant during the period, at 5% in 1990 and 6% in 2010; while the percent of family households with children in poverty increased from 8% in 1990 to 13% in 2010. However, both with respect to families alone and families with children, the poverty rates in Southeast Core were well below those of Louisville Metro as a whole in 2010.

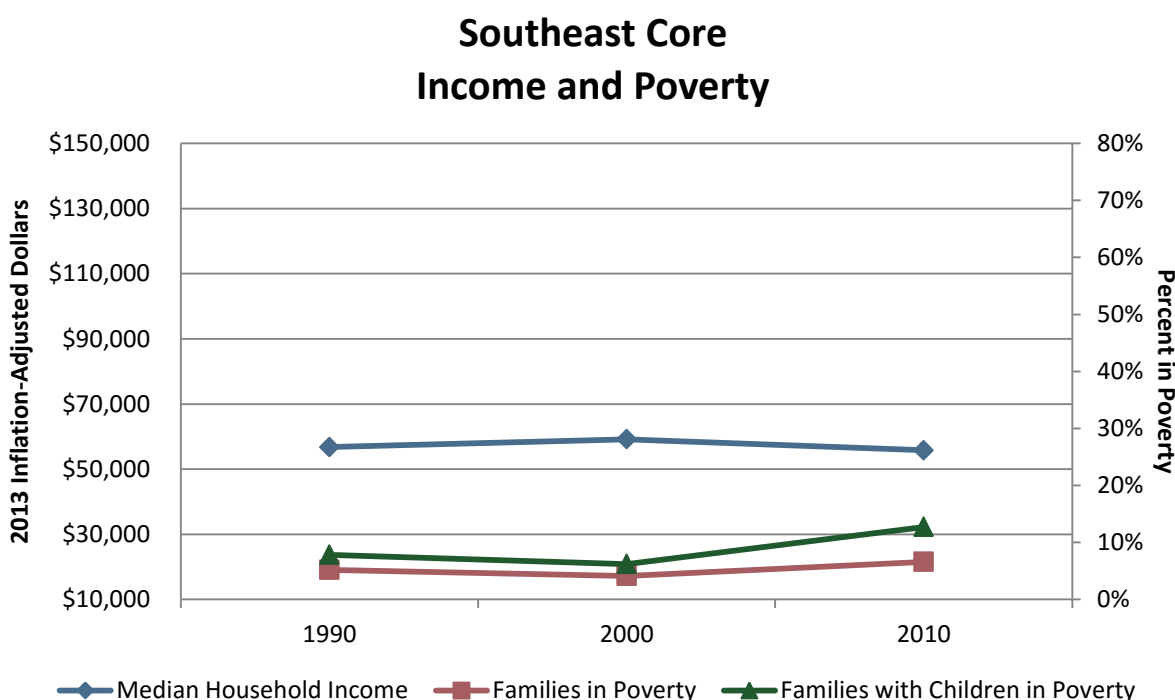


Figure 3.18.4. The Southeast Core market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Southeast Core market area with income below the poverty line and the percentage of families with children in the Southeast Core market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

Between 1990 and 2010, the median home value in Southeast Core increased 61% in real terms, attaining a median value of \$207,501, or 139% of the 2010 value for a home in Jefferson County as a whole. During the same twenty-year period, the median contract rent increased 24% in inflation-adjusted dollars (see Figure 3.18.5). The slight decline in household income between 1990 and 2010 and the increases in both median home value and rent over the same

period may account for the increase in the percentage of households experiencing a disproportionate housing cost burden in 2010. The percent of households with rent exceeding 30% of their income increased from 31% in 1990 to 40% in 2010, while the percent of owners with housing costs exceeding 30% of household income increased from 12% in 1990 to 21% in 2010.

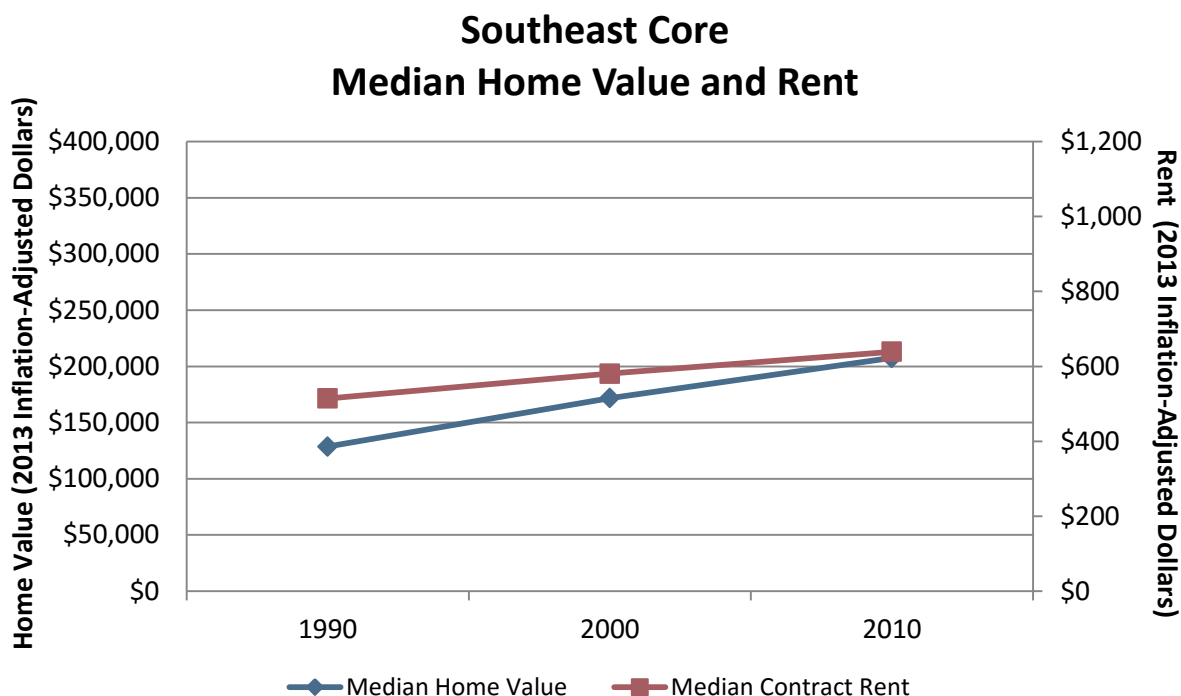


Figure 3.18.5. The median home value of owner-occupied housing units in the Southeast Core market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Southeast Core market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

In 2010, just 6% of Southeast Core households were without a car, a decrease from 12% in 1990. The commuting patterns of workers that live in Southeast Core remained more or less constant between 1990 and 2010, with the 87% of workers who didn't work in their homes having a commute time in 2010 of less than 30 minutes and just 11% commuting to a workplace 30 minutes to an hour each work day.

Housing Units

Southeast Core witnessed a small increase in total housing units between 1990 and 2010. The area gained around 350 units over a twenty year period, an additional 1%, for a 2010 total of 24,939. Between 1990 and 2010, the vacancy rate increased slightly, from 5% to 7%, although

the 2010 vacancy rate was still below that of Jefferson County as a whole. Of occupied housing units, the percent of owner-occupied units remained relatively constant between 1990 and 2010. At 68% in 2010, the Southeast Core rate of owner-occupancy was above that of Jefferson County's 63% for the same period.

Projections of Population and Households

The Southeast Core market area is projected to experience moderate population decline, losing 1,863 persons between 2010 and 2040 (see Table 3.18.2). The market area's 4% population loss is not evenly distributed throughout. Areas in the south and southeast are projected to gain some population, while areas in the north and northwest are projected to lose population. Relative to population changes elsewhere in the Metro, the population loss in the Southeast Core is of a small magnitude.

Projections of Total Population, 2010 - 2040 Southeast Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 63	1,782	1,704	1,623	1,546	1,464	1,393	1,319	-463	-26.0%
Census Tract 64	1,663	1,591	1,516	1,454	1,388	1,330	1,269	-394	-23.7%
Census Tract 68	2,082	2,002	1,919	1,839	1,752	1,684	1,614	-468	-22.5%
Census Tract 69	2,220	2,143	2,063	1,988	1,905	1,836	1,764	-456	-20.5%
Census Tract 70	2,099	2,044	1,986	1,929	1,865	1,816	1,763	-336	-16.0%
Census Tract 82	3,881	3,783	3,679	3,608	3,524	3,458	3,385	-496	-12.8%
Census Tract 83	2,508	2,440	2,368	2,313	2,250	2,198	2,142	-366	-14.6%
Census Tract 84	2,923	2,895	2,862	2,858	2,844	2,839	2,830	-93	-3.2%
Census Tract 85	2,001	1,972	1,940	1,932	1,916	1,910	1,901	-100	-5.0%
Census Tract 88	3,069	3,068	3,062	3,079	3,085	3,106	3,121	52	1.7%
Census Tract 89	4,458	4,434	4,403	4,417	4,414	4,424	4,425	-33	-0.7%
Census Tract 93	5,042	4,965	4,881	4,825	4,752	4,704	4,648	-394	-7.8%
Census Tract 94	6,393	6,401	6,399	6,506	6,589	6,737	6,872	479	7.5%
Census Tract 96	4,314	4,351	4,382	4,484	4,569	4,699	4,820	506	11.7%
Census Tract 97	2,728	2,785	2,839	2,957	3,065	3,218	3,365	637	23.3%
Census Tract 131	2,066	2,061	2,054	2,072	2,083	2,107	2,128	62	3.0%
Southeast Core Total	49,229	48,637	47,976	47,807	47,464	47,457	47,366	-1,863	-3.8%

Table 3.18.2. Projections of total population in the Southeast Core market area by census tract and year.

The Southeast Core market area is projected to lose 305 households between 2010 and 2040, a 1% decline (see Table 3.18.3). The relatively small household size in this market area has helped slow the pace of household decline relative to population loss.

Projections of Total Households, 2010 - 2040 Southeast Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 63	902	889	875	845	809	780	748	-154	-17.1%
Census Tract 64	929	897	864	835	801	772	741	-188	-20.2%
Census Tract 68	990	967	942	914	881	856	829	-161	-16.3%
Census Tract 69	1,005	978	950	921	887	861	832	-173	-17.2%
Census Tract 70	985	975	964	946	923	906	887	-98	-9.9%
Census Tract 82	2,287	2,222	2,154	2,110	2,053	2,009	1,959	-328	-14.3%
Census Tract 83	1,281	1,262	1,240	1,231	1,215	1,191	1,163	-118	-9.2%
Census Tract 84	1,393	1,400	1,405	1,423	1,433	1,438	1,438	45	3.2%
Census Tract 85	1,066	1,065	1,062	1,065	1,062	1,056	1,048	-18	-1.7%
Census Tract 88	1,523	1,522	1,520	1,522	1,516	1,508	1,495	-28	-1.8%
Census Tract 89	1,671	1,665	1,657	1,659	1,651	1,649	1,641	-30	-1.8%
Census Tract 93	2,232	2,232	2,229	2,215	2,188	2,176	2,156	-76	-3.4%
Census Tract 94	2,797	2,839	2,876	2,930	2,966	3,037	3,098	301	10.8%
Census Tract 96	2,012	2,034	2,053	2,103	2,141	2,190	2,232	220	10.9%
Census Tract 97	1,272	1,318	1,363	1,426	1,481	1,561	1,636	364	28.6%
Census Tract 131	870	902	932	959	980	996	1,009	139	16.0%
Southeast Core Total	23,215	23,167	23,086	23,106	22,986	22,988	22,910	-305	-1.3%

Table 3.18.3. Projections of households in the Southeast Core market area by census tract and year.

Employment

The Southeast Core market area comprises a number of older city neighborhoods adjacent to the city's central business district, as well as the Highlands and Germantown neighborhoods that constituted the city's southeastward expansion through World War II and into the succeeding decades. Consequently, the Southeast Core is home to a relatively stable, although aging, residential stock, as well as to a number of educational and healthcare institutions that contribute both to the area's unique identity as well as to its significant employment base.

The total number of full and part time jobs in the Southeast Core market area in 2013 was 19,012, comprising 4% of the jobs in Louisville Metro. Jobs in the Southeast Core were led by employment in the health care sector, as shown in Figure 3.18.6. A number of healthcare institutions are located throughout the Southeast Core, including Norton Audubon Hospital, Our Lady of Peace Hospital, Hosparus-Hospice of Louisville, Hospice and Palliative Care, Parkway Rehabilitation and Kindred Hospital-Louisville. The hospitality sector was the second largest area employment sector, led by employers including the Louisville Zoo and Lakeside Swim Club. The trade and professional sectors also had strong employment in this area. Education employed about 2,400 workers, at all levels – primary, secondary, and post-

secondary; public, private and parochial. Bellarmine and Sullivan Universities are both located within the Southeast Core.

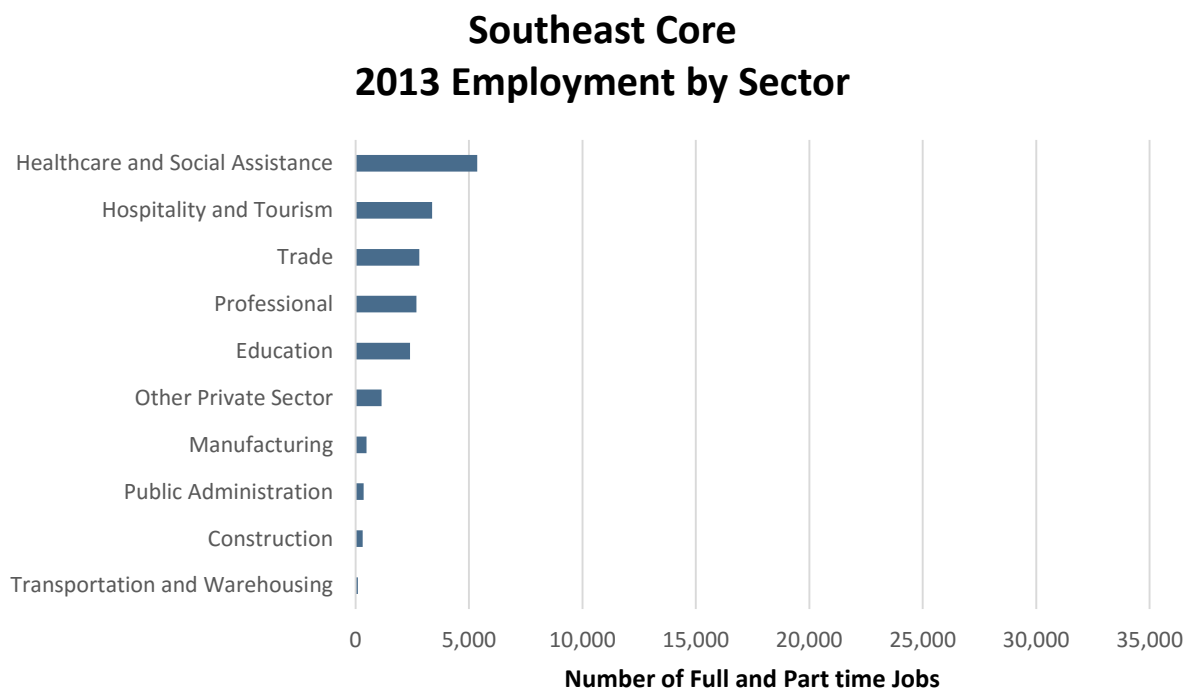


Figure 3.18.6. Full and part time employment by sector grouping in the Southeast Core market area in 2013. Source: U.S. Census Bureau.

Between 2002 and 2013 the Southeast Core market area lost 127 jobs, a decrease of about 1% (see Table 3.18.4). Strong employment growth in the education sector was offset by employment losses in the professional, health care, transportation and warehousing, trade, manufacturing, and construction sectors. Aside from education, the hospitality and other private sectors were the only other two sectors that experienced job gains during this time.

Commuters to jobs in the Southeast Core market area were, on average, commuting a greater distance to their jobs in 2013 than they had been in 2002, as shown in Figure 3.18.7. There was a 9% decrease from 2002 to 2013 in the proportion of commuters who traveled less than 10 miles to work, while there was 5% increase in those who traveled from homes 10 to 24 miles distant and a 3% increase traveling greater than 50 miles.

Southeast Core Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-109	-26.0%
Manufacturing	-129	-21.0%
Trade	-210	-7.0%
Transportation and Warehousing	-256	-71.5%
Professional	-629	-19.0%
Education	1,149	91.5%
Health care	-455	-7.8%
Hospitality	468	16.1%
Other private sector	68	6.3%
Public sector	-24	-6.5%
Southeast Core Total	-127	-0.7%

Table 3.18.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Southeast Core market area. Source: U.S. Census Bureau.

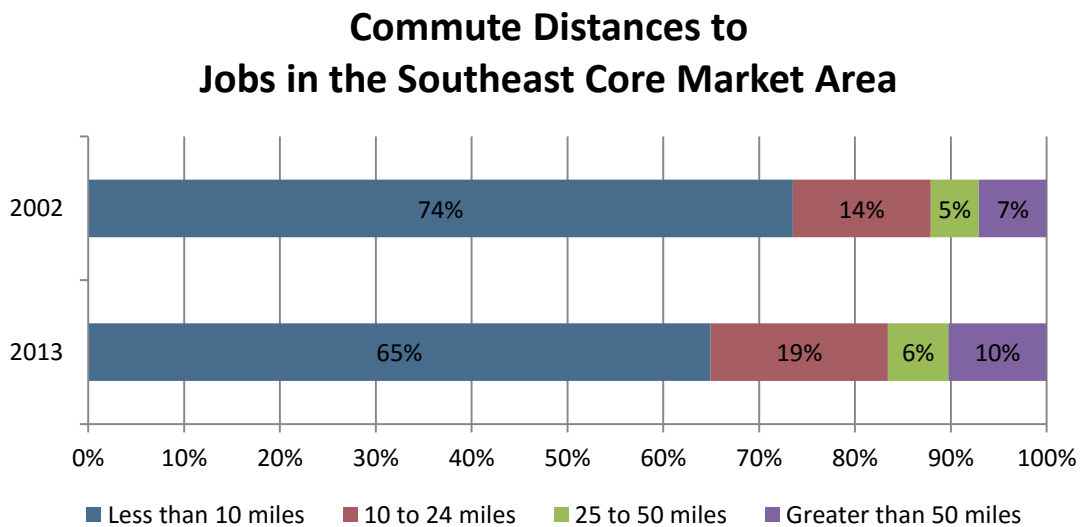


Figure 3.18.7. Commute distances workers traveled to jobs in the Southeast Core market area in 2002 and 2013. Source: U.S. Census Bureau.

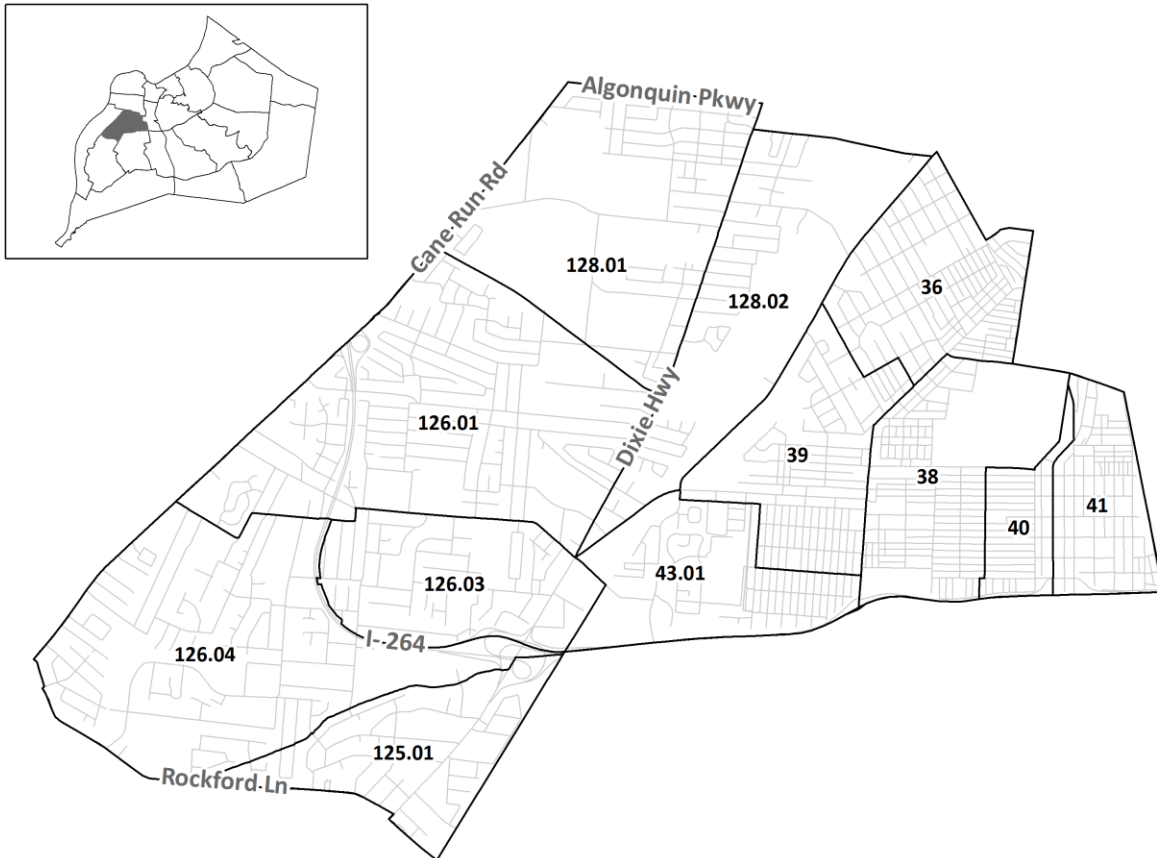
Employment Forecast

The two recent trends for the professional sector and the healthcare sector, respectively suggest significant further losses of up to 1,500 jobs from the professional sector between 2015 and 2040, but a more moderate decline of 950 health care jobs over the same period. Meanwhile, because predicted gains in education, hospitality, and other private sector employment will not be sufficient to offset losses in these other sectors, the area could experience a modest decline in total employment during the coming twenty-five years, as shown in Table 3.18.5. However, because the health care and trade sectors both demonstrated year-to-year volatility between 2002 and 2013, total employment in the Southeast Core may stabilize over the period.

Total Employment Forecast Southeast Core Market Area				
2020	2025	2030	2035	2040
17,696	17,239	16,783	16,326	15,870

Table 3.18.5. Projections of total employment in the Southeast Core market area by year.

Southwest Core



People

The total population of the Southwest Core market area declined about 2% between 1990 and 2010, or by nearly 1,000 individuals between 1990 and 2000. All but 1% of the total population resided in households between 1990 and 2010, with the small remainder residing in group quarters. Throughout those twenty years, the gender balance was in the same approximate proportion, with 47% males and 53% females in 2010.

The age characteristics of Southwest Core shifted between 1990 and 2010, reflecting an infusion of adults under 60 and a corresponding loss of individuals 60 and over. Although the percent of those under 18 remained constant at about a quarter of the population, the percent of those between 18 and 59 increased from 53% of the population in 1990 to 57% in 2010. While the percent of those 75 and over decreased only from 7% to 6%, the percent of those 60 and over decreased from 24% in 1990 to 17% in 2010, suggesting that the loss in numbers was

concentrated among those between 60 and 74. As shown in Figure 3.19.1, the largest proportion of the Southwest Core’s 2010 population was in the age range 45-54, which comprised 16% of the area’s total.

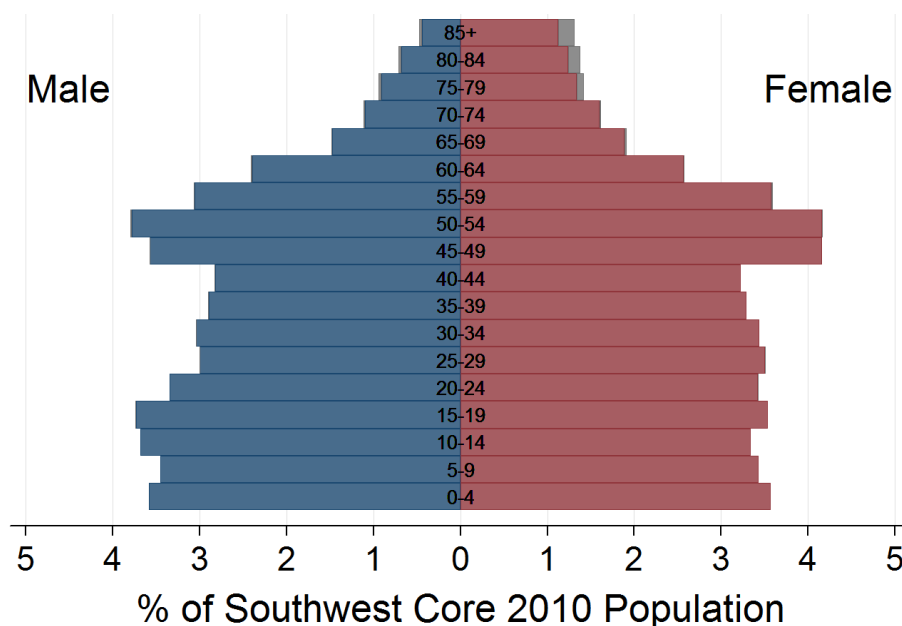


Figure 3.19.1. Population pyramid of the Southwest Core market area. Source: U.S. Census Bureau.

The most significant demographic change in Southwest Core between 1990 and 2010 was in the area’s racial composition (see Table 3.19.1). In twenty years, the percentage of non-Hispanic Whites residing in the area declined from 79% in 1990 to 48% in 2010, while the percentage of non-Hispanic Blacks increased from 20% to nearly 44% of the total population. Meanwhile, the number of Hispanics residing in the area increased from just 71 in 1990 to 1,324 in 2010, and the number of foreign-born individuals increased from less than 1% of the population in 1990 to a full 5% in 2010. This rapid increase between 1990 and 2010 in the foreign-born population may account for a corresponding increase, from 0.4% to 2%, of individuals 5 years of age and older who did not speak English well.

The level of educational attainment by Southwest Core’s residents improved over the two decades, 1990 to 2010, as shown in Figure 3.19.2. The percentage of those with a high school diploma but without a four-year college degree increased from 57% to 70%, while the percent of adults 25 and over with no high school diploma fell from 38% to 20%. Between 1990 and 2010 the percent of Southwest Core residents with a Bachelor’s degree doubled, from 5% to 10% of adults 25 and over.

Southwest Core Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	79.3%	65.0%	47.9%
Non-Hispanic Black	19.5%	30.8%	43.8%
Non-Hispanic Asian	0.5%	0.5%	1.0%
Non-Hispanic Other	0.2%	1.8%	3.0%
Hispanic	0.6%	1.9%	4.3%
Foreign Born	0.7%	2.3%	5.0%

Table 3.19.1. Race, ethnicity, and nativity of the Southwest Core market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

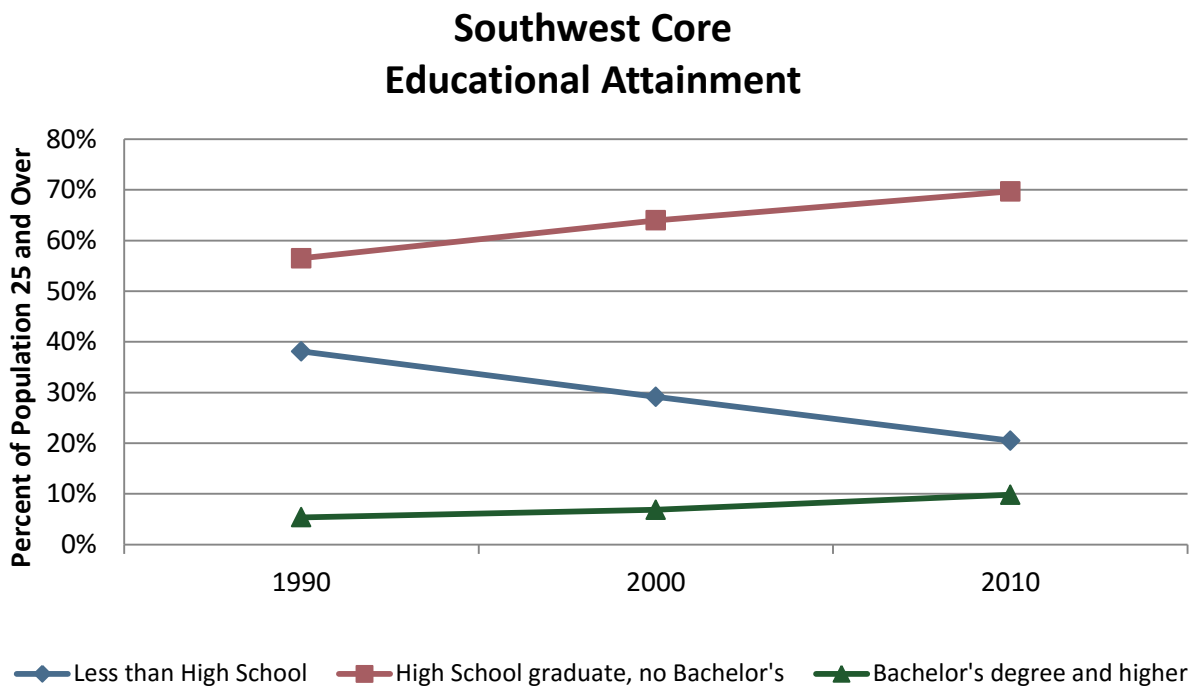


Figure 3.19.2. Percentage of the population 25 years and over in the Southwest Core market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Households and Families

From 1990 to 2010, the Southwest Core lost 638 (3%) of the area's total households, while the average household size actually increased from 2.39 to 2.42 (a trend toward a slightly larger household unlike that demonstrated by most other Metro market areas over the same twenty year period). The Southwest Core was – along with Iroquois Park – one of only two market areas to exhibit an increase in average household size between 1990 and 2010. The percent of total households that were family households fell from 67% in 1990 to 61% in 2010, while the percent of population 15 years and older never married increased from 23% to 40%. The percent of single-person households increased in the Southwest Core to 33% of all households in 2010, from 29% in 1990 (see Figure 3.19.3).

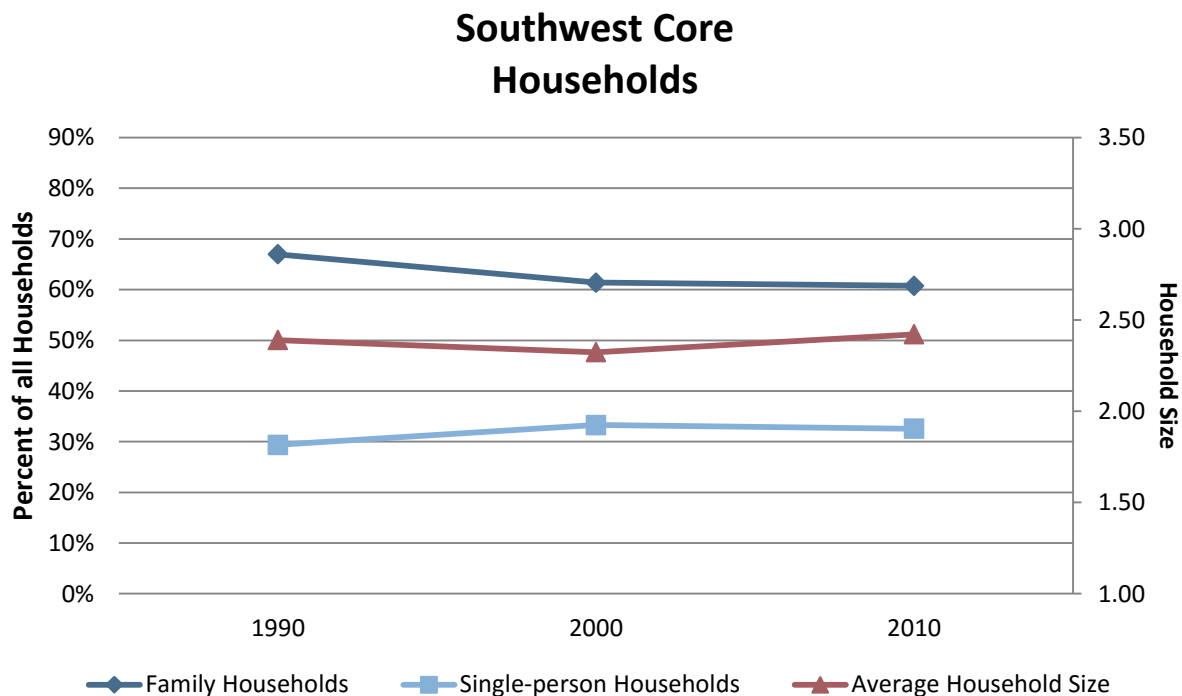


Figure 3.19.3. The percentage of all households in the Southwest Core market area that are family households or individuals living alone by decade (left axis); average household size in the Southwest Core market area in each decade (right axis). Source: U.S. Census Bureau.

The number of family households in Southwest Core declined 12% between 1990 and 2010, to 11,018 family households. The percent of these family households who were married couples also declined, from 69% in 1990 to 49% in 2010. Meanwhile, the percent of family households who were female-headed families increased between 1990 and 2010, from 26% to 41%, while the number of single-parent households with children in 2010 increased to 53%. As with the

average household, the average family size in Southwest Core increased from 2.94 in 1990 to 3.05 in 2010.

Southwest Core experienced a precipitous decline in median household income between 1990 and 2010 (see Figure 3.19.4). Measured in inflation-adjusted dollars, income declined from \$39,460 in 1990 to \$31,679 in 2010, a 20% loss of buying power over the twenty-year period. By 2010, the median household income in Southwest Core had declined to 67% of the 2010 median income for Louisville Metro. Not surprisingly, therefore, the poverty rate for the area increased between 1990 and 2010, from 13% to 25% for family households and from 22% to 39% for families with children. The latter was nearly twice the poverty rate for families with children found in Louisville Metro as a whole.

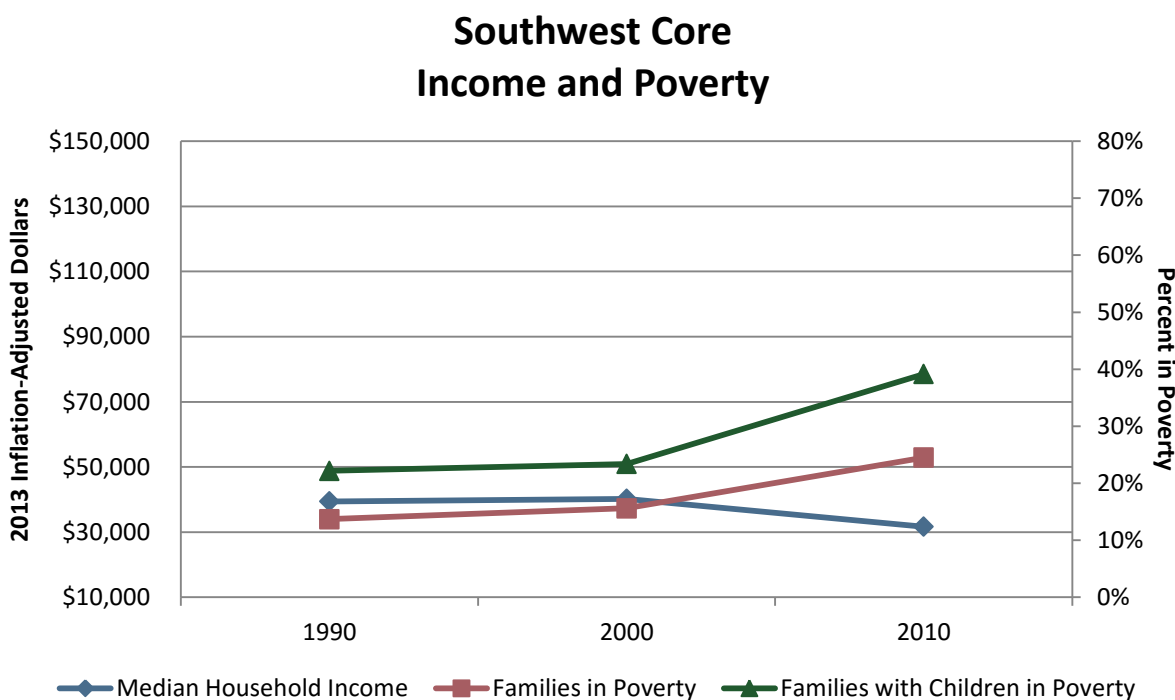


Figure 3.19.4. The Southwest Core market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Southwest Core market area with income below the poverty line and the percentage of families with children in the Southwest Core market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The 2010 median value of an owner-occupied home in Southwest Core was \$92,066, representing an appreciation in value (inflation-adjusted) of 25% from 1990, but also representing a depreciation in value (inflation-adjusted) of 5% from 2000. Meanwhile, median contract rents in the area increased 19% over the twenty year period, to \$520 in 2010 (see Figure 3.19.5). Correlated with the decline in median income and the increase in median home values and rents, the percent of renter-households paying 30% or more of their income for rent increased from 45% of renters in 1990 to 56% of renters in 2010, while homeowners spending 30% or more of income for housing costs increased from 13% to 29% over the same period.

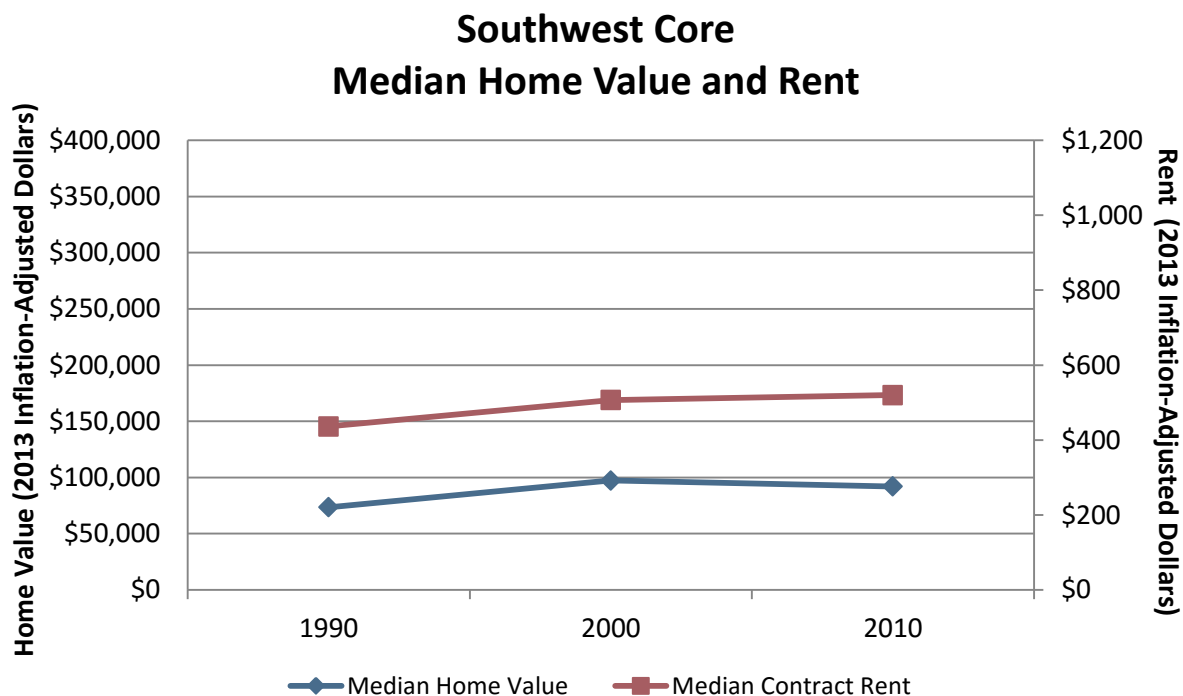


Figure 3.19.5. The median home value of owner-occupied housing units in the Southwest Core market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the Southwest Core market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

In 2010, 17% percent of households were without a car, a rate more-or-less constant since 1990. Meanwhile, a slightly higher percentage of workers living in the Southwest Core in 2010 were making a longer commute to their workplace than in 1990. In 2010, 21% were commuting a half-hour to an hour to work, up from 18% in 1990, while 76% had a commute time of less than 30 minutes – down from 78% in 1990. Consistently throughout the twenty year period, 4 percent of those not working at home spent an hour or more commuting to their places of employment.

Housing Units

The total number of housing units in the Southwest Core increased 2% between 1990 and 2010, to 20,373 total units. Of these, 11% stood vacant in 2010, an increase from the 6% vacant in 1990. Of occupied housing units, the percent owner-occupied decreased from 65% in 1990 to 54% in 2010, while the percent of renter-occupied housing increased from 35% to 46%.

Projections of Population and Households

The Southwest Core market area is projected to gain 4,339 persons between 2010 and 2040, a 10% increase (see Table 3.19.2). Tracts in the southeast corner of the market area are forecasted to experience population loss, while areas of west of Dixie Highway are forecasted to experience population gains.

Projections of Total Population, 2010 - 2040 Southwest Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 36	5,062	5,015	4,960	5,003	5,027	5,100	5,164	102	2.0%
Census Tract 38	3,452	3,322	3,188	3,097	2,996	2,925	2,848	-604	-17.5%
Census Tract 39	3,968	3,901	3,828	3,813	3,783	3,787	3,785	-183	-4.6%
Census Tract 40	1,803	1,757	1,708	1,680	1,646	1,628	1,607	-196	-10.9%
Census Tract 41	2,580	2,527	2,470	2,446	2,412	2,409	2,401	-179	-6.9%
Census Tract 43.01	4,119	4,094	4,064	4,117	4,156	4,246	4,329	210	5.1%
Census Tract 125.01	2,549	2,642	2,732	2,889	3,036	3,244	3,447	898	35.2%
Census Tract 126.01	6,917	6,997	7,066	7,273	7,453	7,726	7,985	1,068	15.4%
Census Tract 126.03	2,716	2,813	2,905	3,080	3,244	3,475	3,699	983	36.2%
Census Tract 126.04	5,245	5,320	5,388	5,578	5,747	6,001	6,244	999	19.0%
Census Tract 128.01	3,256	3,388	3,514	3,690	3,851	4,035	4,212	956	29.4%
Census Tract 128.02	2,543	2,559	2,570	2,633	2,685	2,759	2,827	284	11.2%
Southwest Core Total	44,210	44,333	44,394	45,298	46,036	47,335	48,549	4,339	9.8%

Table 3.19.2. Projections of total population in the Southwest Core market area by census tract and year.

The Southwest Core market area is projected to add 1,735 households between 2010 and 2040, a 10% increase (see Table 3.19.3). The largest household gains are expected west of Dixie Highway.

Projections of Total Households, 2010 - 2040 Southwest Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 36	1,967	1,942	1,914	1,913	1,899	1,908	1,910	-57	-2.9%
Census Tract 38	1,398	1,337	1,274	1,225	1,169	1,130	1,087	-311	-22.2%
Census Tract 39	1,466	1,456	1,444	1,439	1,425	1,417	1,404	-62	-4.2%
Census Tract 40	705	695	684	677	667	660	651	-54	-7.7%
Census Tract 41	1,173	1,175	1,175	1,180	1,179	1,193	1,202	29	2.5%
Census Tract 43.01	1,768	1,827	1,883	1,956	2,017	2,081	2,138	370	20.9%
Census Tract 125.01	1,146	1,185	1,221	1,300	1,371	1,474	1,571	425	37.1%
Census Tract 126.01	2,884	2,872	2,857	2,918	2,961	3,034	3,097	213	7.4%
Census Tract 126.03	1,152	1,186	1,219	1,288	1,350	1,427	1,499	347	30.1%
Census Tract 126.04	2,056	2,061	2,063	2,108	2,141	2,210	2,271	215	10.5%
Census Tract 128.01	1,345	1,436	1,525	1,611	1,687	1,761	1,828	483	35.9%
Census Tract 128.02	1,072	1,090	1,106	1,142	1,171	1,191	1,207	135	12.6%
Southwest Core Total	18,132	18,262	18,366	18,758	19,036	19,485	19,867	1,735	9.6%

Table 3.19.3. Projections of households in the Southwest Core market area by census tract and year.

Employment

The Southwest Core market area had 11,208 full and part time jobs located within it in 2013, 2% of the jobs in Louisville Metro. Employment in the Southwest Core was fairly well diversified among four or five sectors, among which the hospitality and trade sectors were the leading industries, as shown in Figure 3.19.6.

Between 2002 and 2013 the Southwest Core market area lost 1,930 jobs, a decrease of 15% (see Table 3.19.4). The manufacturing sector accounted for much of the job loss over this time, as well as declines in the transportation and warehousing and construction sectors.

Meanwhile, job gains did occur in the professional and hospitality sectors along with smaller growth in the education and health care sectors.

Southwest Core 2013 Employment by Sector

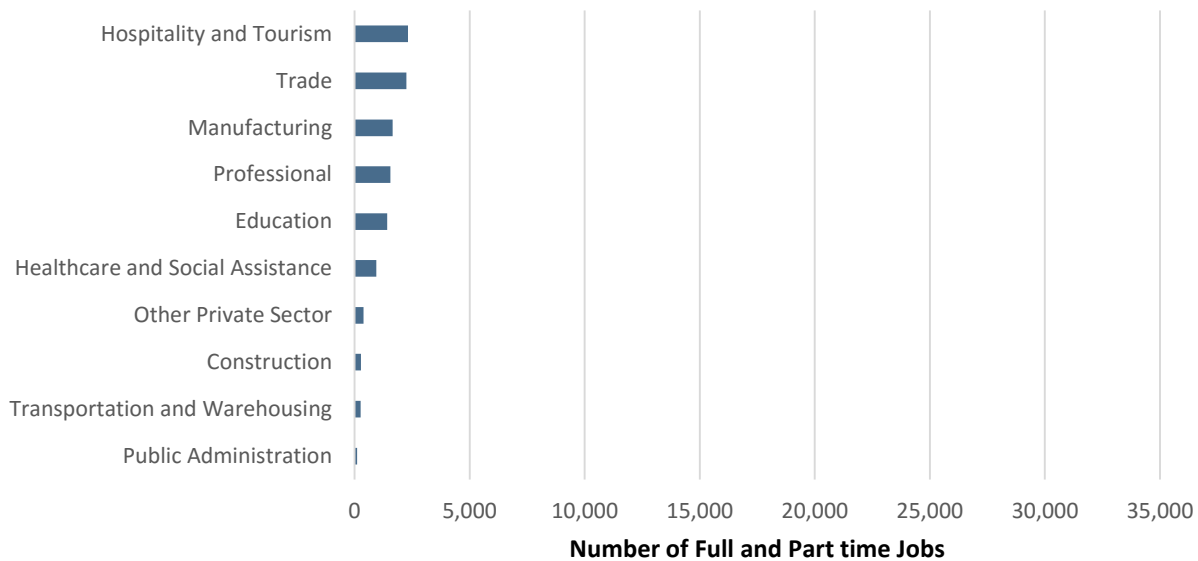


Figure 3.19.6. Full and part time employment by sector grouping in the Southwest Core market area in 2013. Source: U.S. Census Bureau.

Southwest Core Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-366	-56.7%
Manufacturing	-1,374	-45.3%
Trade	-11	-0.5%
Transportation and Warehousing	-716	-73.1%
Professional	390	33.3%
Education	96	7.3%
Health care	31	3.4%
Hospitality	160	7.4%
Other private sector	-112	-22.3%
Public sector	-28	-20.0%
Southwest Core Total	-1,930	-14.7%

Table 3.19.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the Southwest Core market area. Source: U.S. Census Bureau.

There were minor changes from 2002-2013 to the commuting patterns of workers employed in the Southwest Core, as shown in Figure 3.19.7. Most notably, the percentage of workers commuting less than 10 miles to their workplace declined 5 percentage points, from 62% to 57%, while the percent of those commuting more than 50 miles from their homes increased from 11% to 14%. These trends seem consistent with those exhibited in several other Core market areas, where workers are coming from homes located at greater and greater distances from the market area in which they are employed.

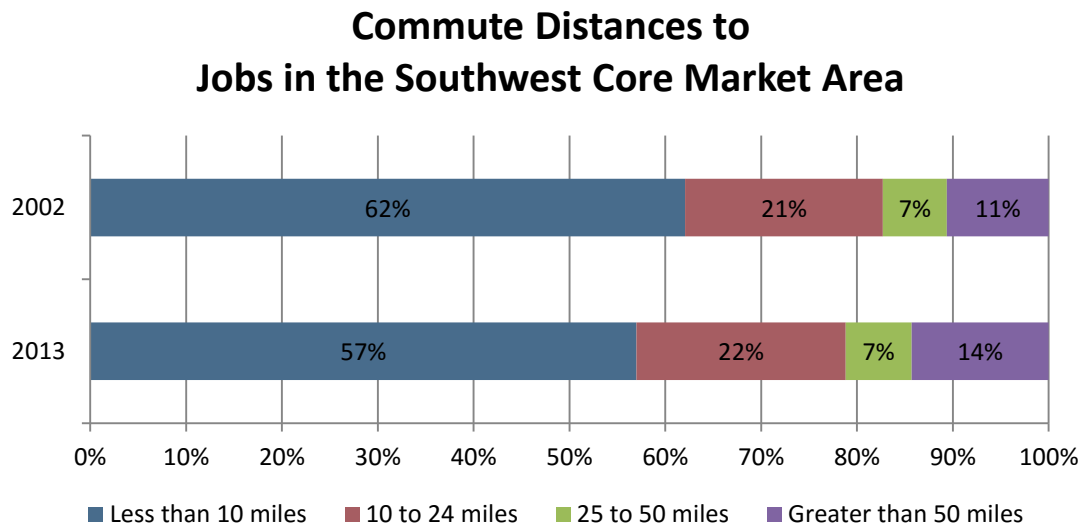


Figure 3.19.7. Commute distances workers traveled to jobs in the Southwest Core market area in 2002 and 2013. Source: U.S. Census Bureau.

Employment Forecast

The job loss over the last decade suggests further job decline will occur in the Southwest Core over the projection period (see Table 3.19.5), led by declines in the manufacturing and transportation and warehousing sectors. The Southwest Core may anticipate losing an additional 25% of its total available jobs between 2020 and 2040, with a gain in only the professional sector (+240 jobs) over those two decades.

Total Employment Forecast Southwest Core Market Area				
2020	2025	2030	2035	2040
8,885	7,629	7,337	7,045	6,645

Table 3.19.5. Projections of total employment in the Southwest Core market area by year.

University



People

Between 1990 and 2010, the University market area lost 10% of its total population, or 2,205 persons. Of the area's total 2010 population of 20,000, 92% were in households and 8% in group quarters, the same proportion as in 1990. In 2010, the area was 53% male and 47% female, a slight change from 1990 when the area's gender balance was almost equal.

During the twenty year period, 1990-2010, the distribution of age within University became more concentrated within the group 18-59 years old. In 1990, this group represented 63% of the total population, increasing to 72% by 2010. (By comparison, the 18-59 year age group

represented 58% of Jefferson County’s population in 2010.) Meanwhile, the University population 60 years and over declined from 18% of the population in 1990 to 13% in 2010. There is a noticeably large proportion of the population in the 20-24 age group, as shown in Figure 3.20.1, the result of the presence of students at the University of Louisville.

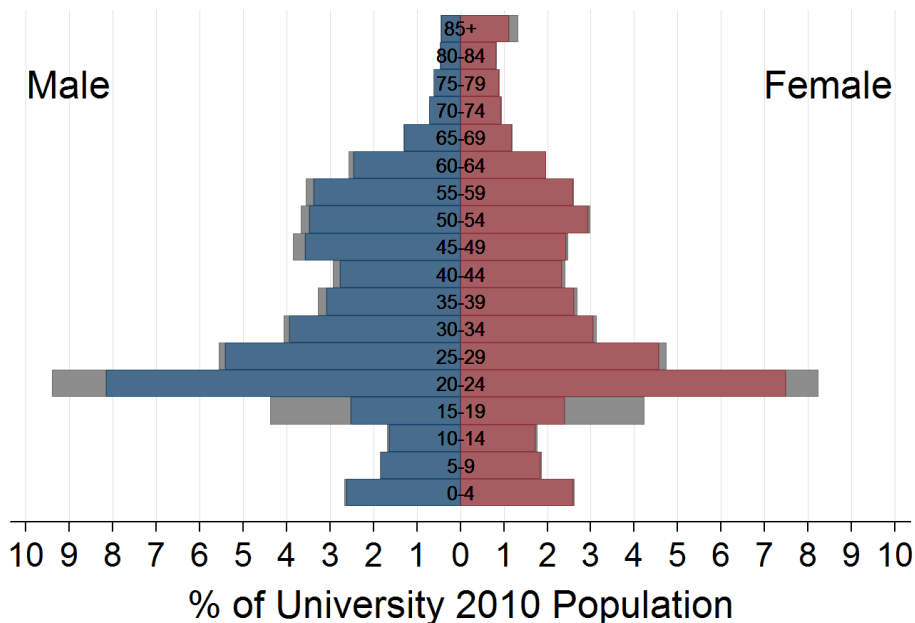


Figure 3.20.1. Population pyramid of the University market area. Source: U.S. Census Bureau.

The racial and ethnic composition of the University area changed significantly in the two decades, 1990 to 2010, as shown in Table 3.20.1. The percentage of non-Hispanic Whites declined from nearly 72% in 1990 to 62% in 2010, while the percentage of non-Hispanic Blacks increased from 25% to just over 29% in 2010. Meanwhile, the combined proportions of Asians, Hispanics, and others nearly tripled between 1990 and 2010, and the percentage of foreign-born persons increased from 3% to 7%. Despite this increase in foreign-born population, the percent of those age 5 and over who did not speak English well increased only a fraction of a percentage to 1.3% in 2010.

Perhaps owing to the area’s proximity to the university from which it draws its name, the level and increase in educational attainment by University residents has exceeded that of most other Core market areas, especially with respect to higher education. In 2010, 27% of those 25 and older had attained a Bachelor’s degree or better, up from 16% in 1990. Meanwhile, the percent of those with no high school diploma declined over the same period from 38% in 1990 to 19% in 2010, while the percent of those with a high school diploma but without a four-year college degree increased from 45% to 53% over the same period (see Figure 3.20.2).

University Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	71.7%	59.9%	61.9%
Non-Hispanic Black	24.9%	32.5%	29.2%
Non-Hispanic Asian	1.4%	2.1%	2.6%
Non-Hispanic Other	0.5%	3.1%	3.8%
Hispanic	1.4%	2.3%	2.6%
Foreign Born	3.2%	4.3%	7.1%

Table 3.20.1. Race, ethnicity, and nativity of the University market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

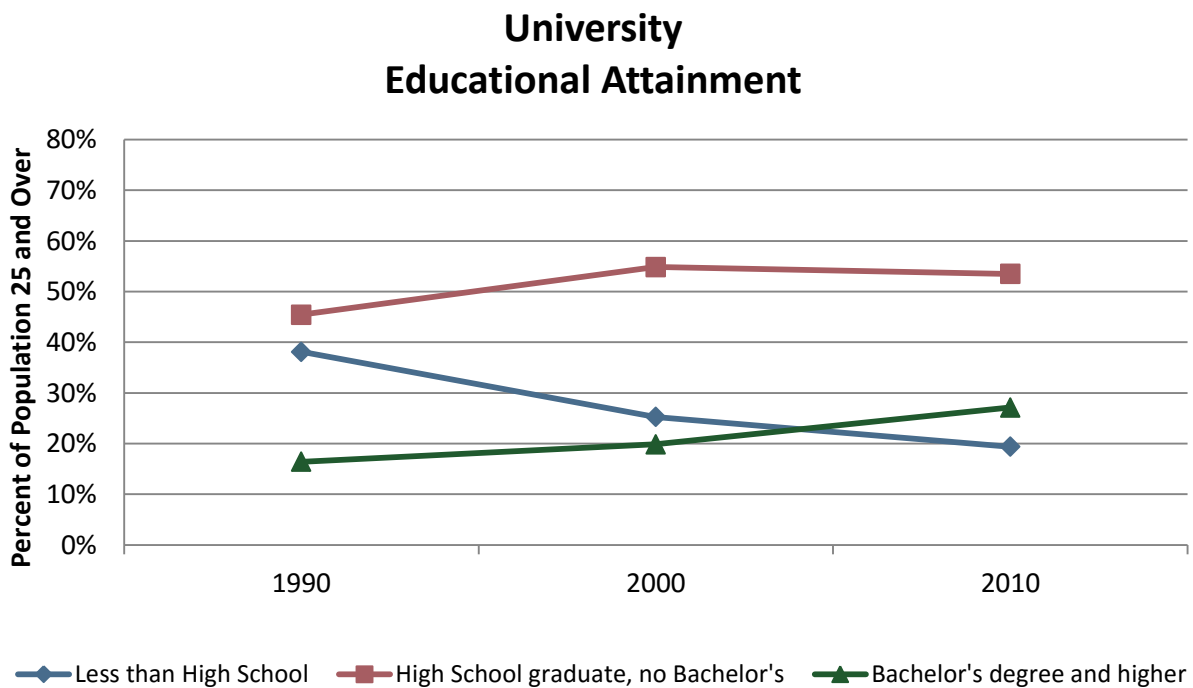


Figure 3.20.2. Percentage of the population 25 years and over in the University market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

Households and Families

Total University households declined 4% between 1990 and 2010, to 9,884 households. Single-person households increased to over half of all households, from 48% in 1990 to 52% in 2010 – the second highest proportion of single-person households of Metro’s market areas. Family households declined from 40% of all households in 1990 to 32% in 2010, while the percent never married of University’s population 15 years and older increased from 45% in 1990 to 57% in 2010. Average household size declined from 1.97 in 1990 to 1.86 in 2010 (see Figure 3.20.3). The average household size in the University market area is among the lowest in the county.

The number of family households in University declined 25% between 1990 and 2010, to 3,129 total families. Of this number, 47% were married-couple families in 2010, down from 55% in 1990. Female-headed families as a percent of all families increased slightly, from 37% in 1990 to 40% in 2010.

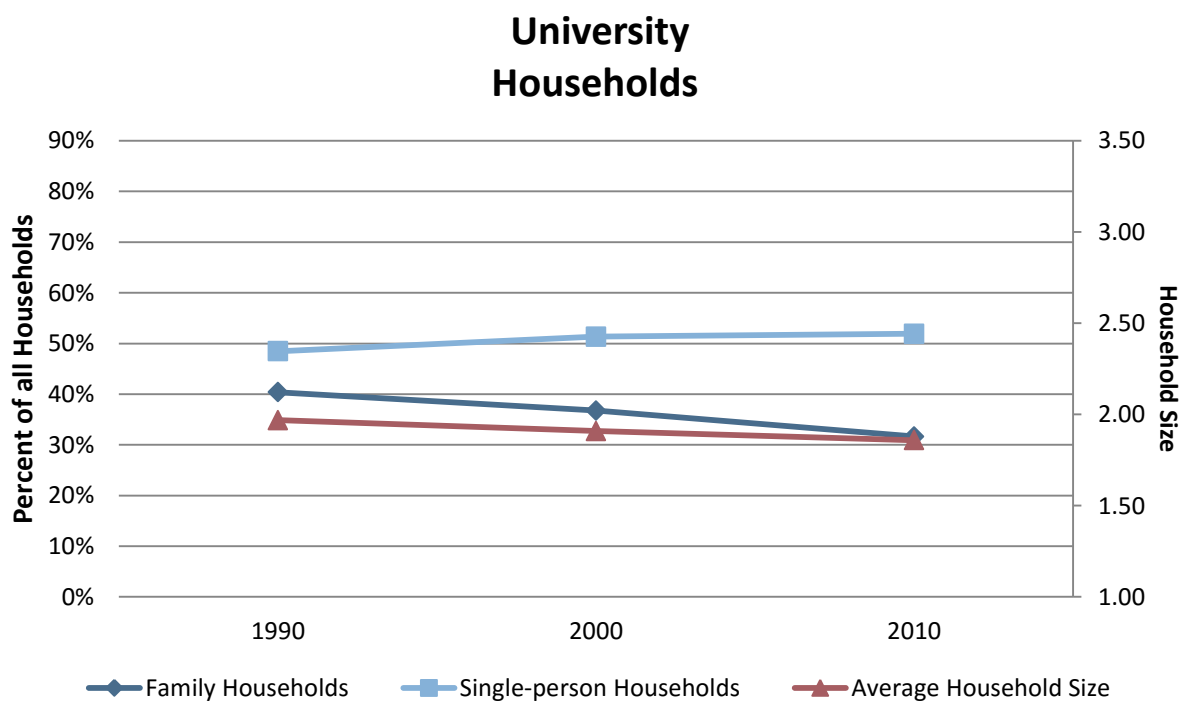


Figure 3.20.3. The percentage of all households in the University market area that are family households or individuals living alone by decade (left axis); average household size in the University market area in each decade (right axis). Source: U.S. Census Bureau.

University-area families in poverty increased some between 1990 and 2010 as shown in Figure 3.20.4. Families in poverty increased from 25% to 27% of all family households over the twenty year period, while families with children in poverty increased from 36% to 42%, double the 2010 rate for Louisville Metro as a whole. Meanwhile, median household income in the University market area declined between 1990 and 2010 accounting for inflation. The 2010 median income level of \$25,229 was a 5% decline from the area's 1990 median income level, a 19% decline from the area's 2000 median income level, and nearly two times (x1.9) below the 2010 Louisville Metro income level. The low median household income in the University market area is the result, at least in part, of the age distribution of the area and the fact that a large proportion of the population is students.

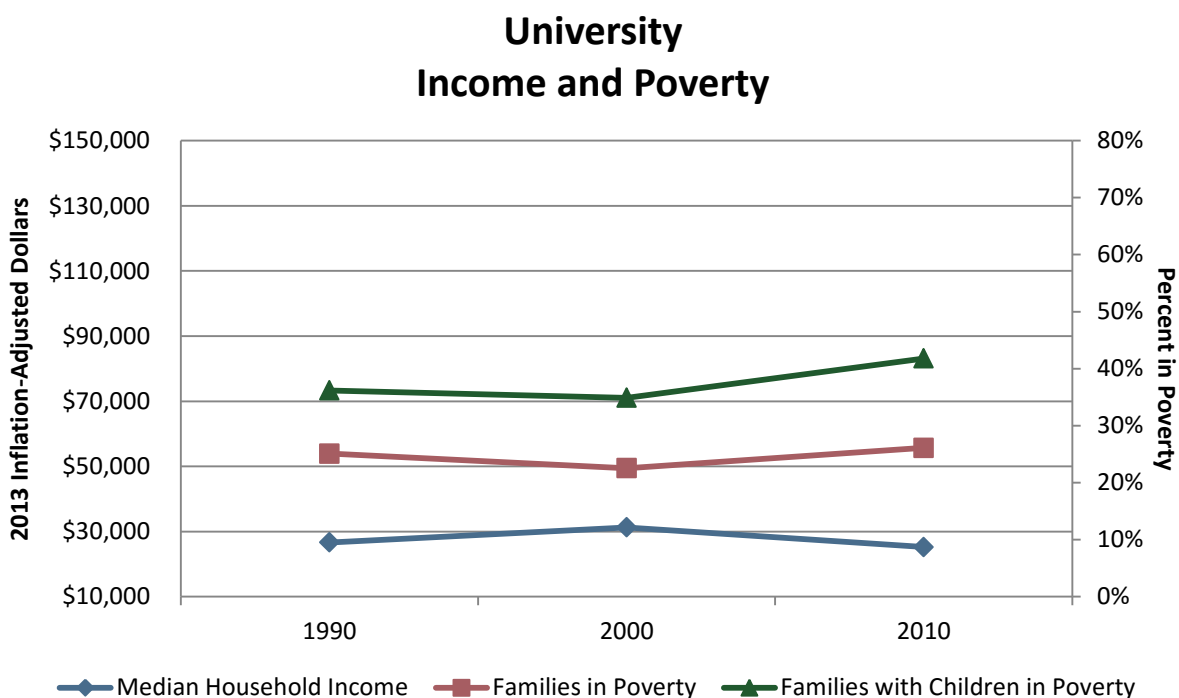


Figure 3.20.4. The University market area's median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the University market area with income below the poverty line and the percentage of families with children in the University market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

In 2010, the median value of an owner-occupied home in the University area was \$139,888 nearly double that of a home in 1990, adjusting for inflation, while the median, inflation-adjusted rent for the area increased a more modest 18% over the twenty year period, to \$493 in 2010 (see Figure 3.20.5). The percentage of renters paying 30% or more of their income

increased from 45% 1990 to 53% in 2010, and the percentage of owners spending 30% or more for housing–related costs also increased during the period, from 19% to 25% in 2010.

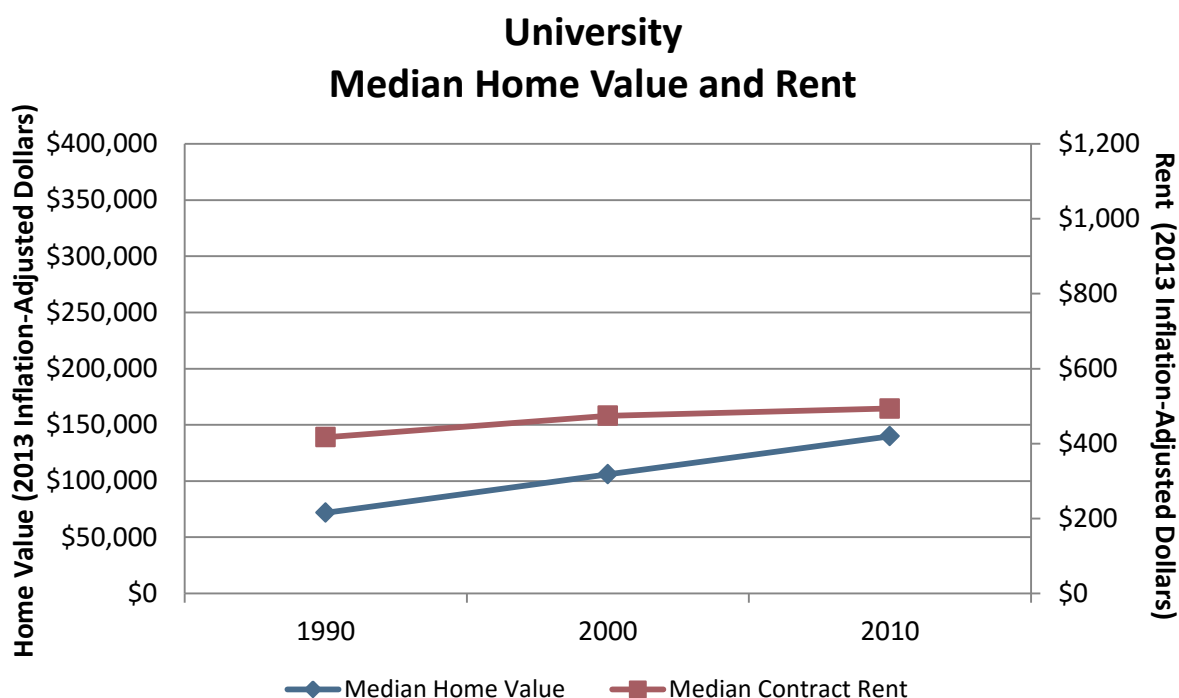


Figure 3.20.5. The median home value of owner-occupied housing units in the University market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the University market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

The percent of households in the University area without a car was triple the norm for Louisville Metro as a whole, and declined only slightly over the study period - from 35% in 1990 to 32% in 2010. Perhaps also reflective of this reduced auto-dependence, 81% of workers living in the University market area and not working at home had commute times of less than 30 minutes in 2010. Although, the percent of those residents traveling an hour or more to work increased over time, from 2% in 1990 to 5% in 2010.

Housing Units

The total number of housing units in the University declined 331 units, or 3% from 1990, to 11,562 units in 2010. Of these, 15% were vacant in 2010, an increase from 13% in 1990 and well above Jefferson County's 2010 vacancy rate of 8%. Of the area's occupied housing units, 26% were owner-occupied in 2010 – down from 32% in 1990 – and the remaining 74% were rental units.

Projections of Population and Households

The University market area is projected to grow by an additional 1,201 persons between 2010 and 2040, realizing a 6% increase in its population (see Table 3.20.2). Areas south of Hill Street are expected to experience population gains, while areas in the north of the market area are expected to see some decline. The largest increase in population is in tract 53, which contains the University of Louisville's main campus and the majority of its student housing facilities. Between 2010 and 2017 the capacity of student housing facilities in this tract will more than double due to new housing construction. Bordering tracts have also experienced construction of new student housing facilities since 2010. The projection model incorporates the effects of these student housing facilities by location, expected year of opening, and assuming they will be filled at 90% capacity through the projection period.

Projections of Total Population, 2010 - 2040 University Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 37	1,859	2,116	2,370	2,385	2,390	2,408	2,422	563	30.3%
Census Tract 51	3,195	3,076	2,953	2,861	2,759	2,657	2,550	-645	-20.2%
Census Tract 52	3,375	3,274	3,169	3,155	3,131	3,103	3,071	-304	-9.0%
Census Tract 53	2,180	3,312	4,439	4,436	4,416	4,407	4,390	2,210	101.4%
Census Tract 65	2,878	2,778	2,674	2,587	2,491	2,405	2,314	-564	-19.6%
Census Tract 66	2,005	1,940	1,873	1,850	1,820	1,789	1,755	-250	-12.5%
Census Tract 71	4,508	4,721	4,928	4,874	4,802	4,755	4,699	191	4.2%
University Total	20,000	21,218	22,407	22,148	21,809	21,524	21,201	1,201	6.0%

Table 3.20.2. Projections of total population in the University market area by census tract and year.

The University market area is projected to lose 849 households between 2010 and 2040, a 9% loss of households (see Table 3.20.3). Although the University market area is projected to gain population over this time period, the students living in University housing are classified as living in group quarters and so are not reflected in household growth.

Projections of Total Households, 2010 - 2040 University Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 37	780	782	783	792	796	806	813	33	4.2%
Census Tract 51	2,149	2,097	2,042	1,980	1,905	1,827	1,743	-406	-18.9%
Census Tract 52	2,004	1,972	1,936	1,936	1,924	1,913	1,895	-109	-5.4%
Census Tract 53	592	567	540	531	519	510	501	-91	-15.4%
Census Tract 65	1,102	1,088	1,072	1,043	1,007	975	940	-162	-14.7%
Census Tract 66	1,106	1,095	1,082	1,085	1,083	1,085	1,083	-23	-2.1%
Census Tract 71	2,151	2,133	2,112	2,108	2,090	2,078	2,059	-92	-4.3%
University Total	9,884	9,733	9,568	9,474	9,322	9,194	9,035	-849	-8.6%

Table 3.20.3. Projections of households in the University market area by census tract and year.

Employment

The University of Louisville is the single largest employer in the market area that bears its name. Consequently, it is no surprise that the education sector constituted nearly half of the total jobs in the area in 2013 (see Figure 3.20.6). In 2013 the University market area included 20,367 full and part time jobs, comprising 4% of the jobs in Louisville Metro. Along with direct employment, the University may have also acted as a magnet for professional and trade employment in the area. Meanwhile, employment in the hospitality sector has been driven by the Kentucky Fair and Exposition Center (KFEC), Crowne Plaza, and other hotels within proximity of the KFEC and adjacent Louisville International Airport.

Between 2002 and 2013 the University market area lost 4,141 jobs, a decrease of 17% (see Table 3.20.4). The public sector and health care sector were the only two industries that posted job growth during this time. The job loss in the University area was led by declines in the manufacturing and trade sectors; however the hospitality, education, construction, and professional sectors also experienced considerable job loss. The decline in the hospitality sector can most likely be attributed to the closing of the Six Flags Kentucky Kingdom amusement park in 2010.

Commuters traveling to the University area for work are traveling longer distances, as shown in Figure 3.20.7. Between 2002 and 2013 workers commuting less than 10 miles fell 7 percentage points while those traveling 10 to 24 miles increased 5 percentage points.

University 2013 Employment by Sector

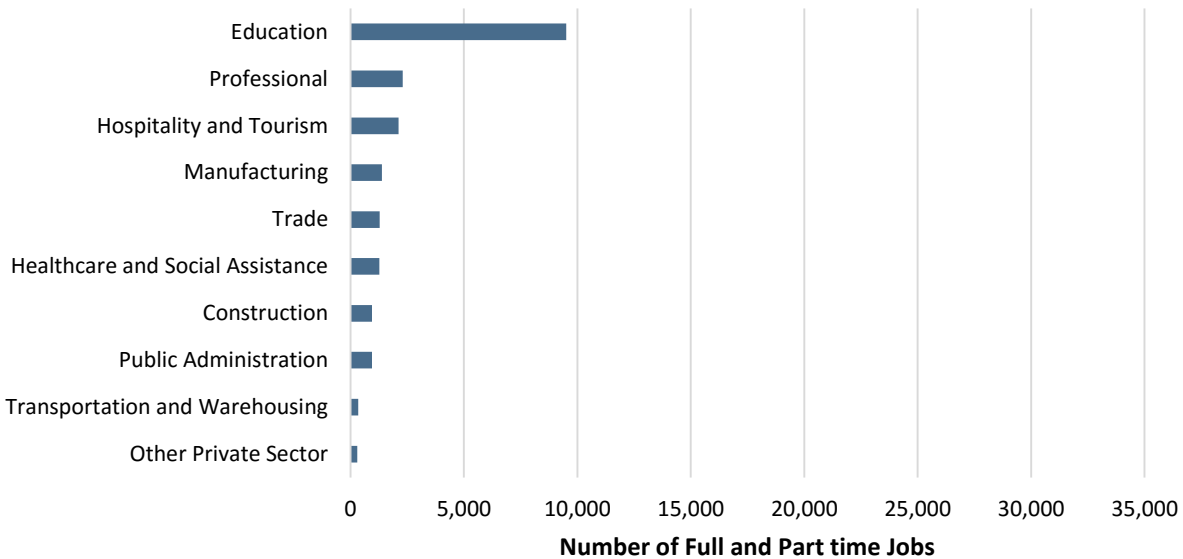


Figure 3.20.6. Full and part time employment by sector grouping in the University market area in 2013. Source: U.S. Census Bureau.

University Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-638	-40.4%
Manufacturing	-896	-39.4%
Trade	-845	-39.7%
Transportation and Warehousing	-203	-37.3%
Professional	-419	-15.4%
Education	-657	-6.5%
Health care	62	5.1%
Hospitality	-676	-24.2%
Other private sector	-203	-40.5%
Public sector	334	55.2%
Total	-4,141	-16.9%

Table 3.20.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the University market area. Source: U.S. Census Bureau.

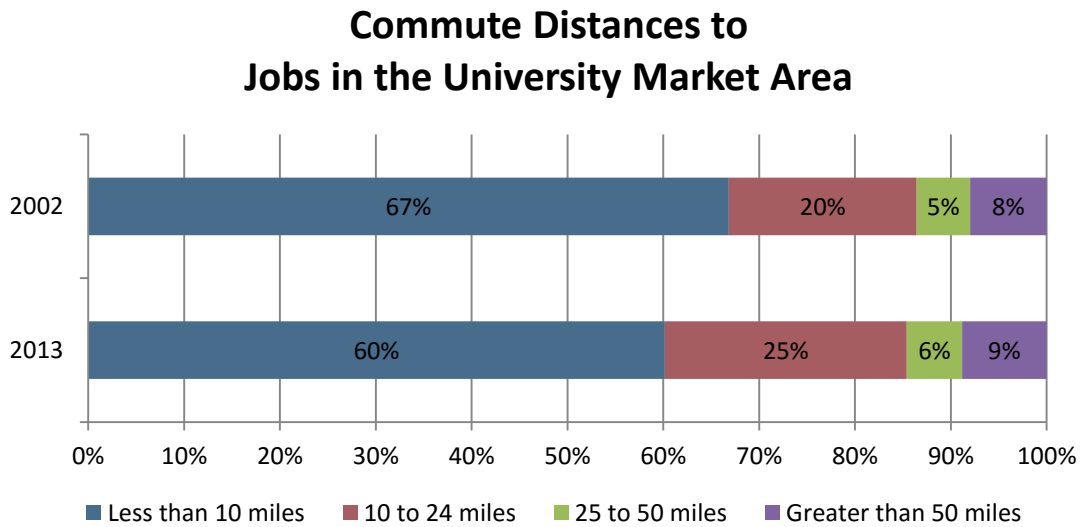


Figure 3.20.7. Commute distances workers traveled to jobs in the University market area in 2002 and 2013. Source: U.S. Census Bureau.

Employment Forecast

Based on the recent trends and despite continued gains in education (1,000 jobs) and public administration (470 new jobs), total employment in the University market area is expected to experience additional decline between 2015 and 2040 (see Table 3.20.5). This decline will likely be driven by losses in the manufacturing, trade, and hospitality sectors. However, although manufacturing losses are unlikely to rebound, losses to hospitality and trade could moderate or even reverse depending upon policy initiatives by the Kentucky Fair and Exposition Center, such as a new hotel planned by the KFEC for the area. Perhaps the most important factor influencing the sector, however, will be the long term viability of the Kentucky Kingdom amusement park, reopened in 2014 on KFEC land by an investment group led by the park's founder following the previous owner's abandonment of the property in 2010.

Total Employment Forecast University Market Area				
2020	2025	2030	2035	2040
18,414	16,926	15,439	13,952	12,464

Table 3.20.5. Projections of total employment in the University market area by year.

West Core



People

The West Core market area experienced a substantial loss of population between 1990 and 2010. In all, the area's 2010 population was 16% below that of 1990, representing a population loss of 5,372 individuals. The percent of those residing in group quarters increased from 1% in 1990 and 2000 to 4% of the population in 2010. The gender balance remained constant from 1990 to 2010, at 45% male and 55% female.

The age distribution in West Core shifted between 1990 and 2010, with an increase in the percentage of adults 18 to 59 years of age and a corresponding decline in the percentage of children and of people over 60. By 2010, 56% of the population was adults between the age of 18 and 59, up from 49% in 1990. Meanwhile, the percentage of persons under 18 declined from 32% of the total population in 1990 to 29% in 2010. Persons 60 and over declined from 19% to 15% of the population; but since the proportion of persons 75 and over remained fixed over the twenty year period at 6%, the greatest decline in the over-60 age group was among those 60 to 74. Despite the decline in the proportion of children between 1990 and 2010, the

relative concentration of the population under age 18 in this area (29%) is above the overall rate for Louisville Metro (23%) and second highest amongst market areas. The large presence of young adults revealed in Figure 3.21.1 is related to student housing facilities associated with University of Louisville located on the eastern edge of the market area. Otherwise, children under 5 represent the single largest cohort in the West Core, representing 8% of the 2010 population.

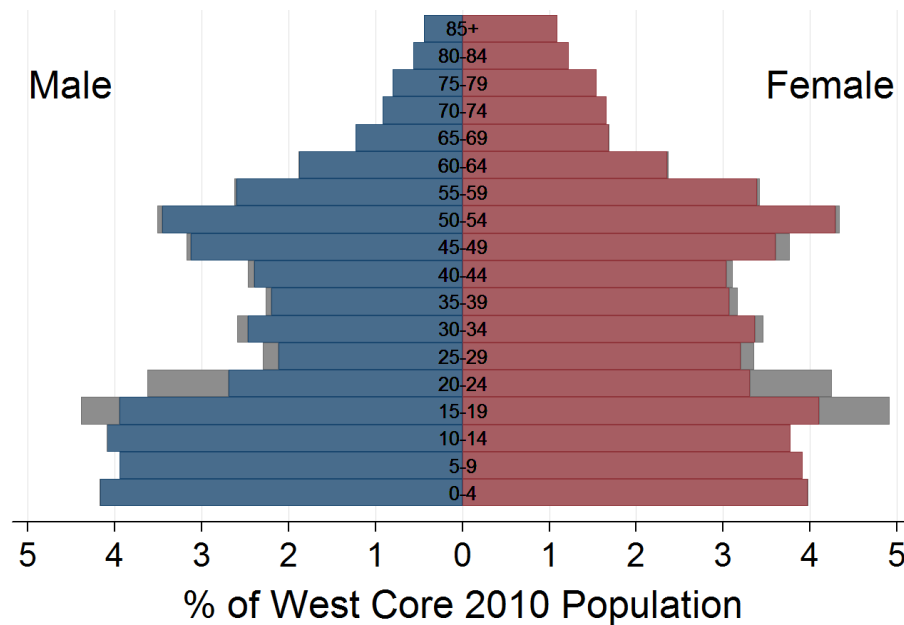


Figure 3.21.1. Population pyramid of the West Core market area. Source: U.S. Census Bureau.

West Core Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	7.3%	4.8%	7.5%
Non-Hispanic Black	92.1%	92.8%	88.9%
Non-Hispanic Asian	0.1%	0.1%	0.2%
Non-Hispanic Other	0.2%	1.6%	2.4%
Hispanic	0.3%	0.8%	1.0%
Foreign Born	0.2%	0.5%	2.4%

Table 3.21.1. Race, ethnicity, and nativity of the West Core market area as a percentage of the total population by decade. Source: U.S. Census Bureau.

Relative to the ethnic and racial composition of Louisville Metro, the West Core remained disproportionately non-Hispanic Black from 1990 to 2010, with no real increase in the percentage of non-Hispanic Whites and with small numerical increases among non-Hispanic others and those foreign-born (see Table 3.21.1). In 2010, Hispanics, Asians and others constituted only about 1,000 of West Core's total population of nearly 29,000 residents. The West Core was – along with Northwest Core and Downtown – one of only three market areas in which the Non-Hispanic Black population was the majority population in the market area.

The West Core market area experienced a modest degree of progress in educational attainment from 1990 to 2010 as shown in Figure 3.21.2. The percent of those without a high school diploma was cut in half, from 47% of adults 25 and over in 1990 to 22% in 2010. During the same period, those with a high school diploma but without a Bachelor's degree increased from 48% to 69% of adults 25 and over, while those with a Bachelor's degree or higher increased from 5% in 1990 to 9% in 2010 – still well below the 30% of all Jefferson County residents 25 and over who had attained a college degree or better by 2010.

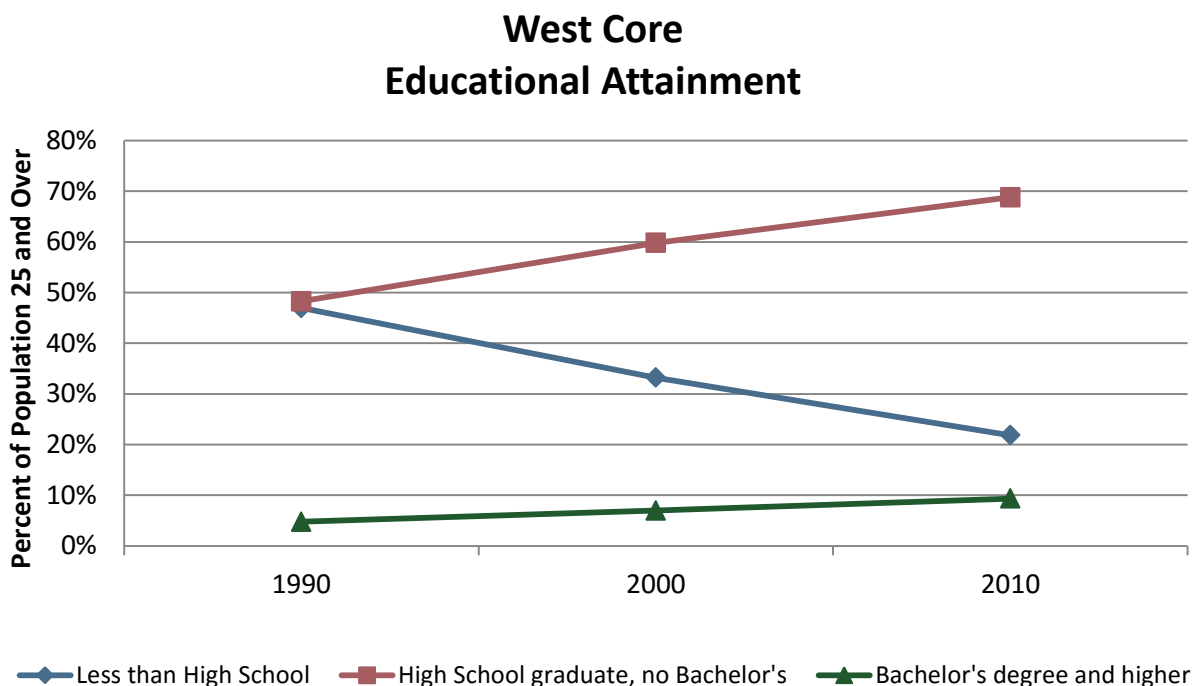


Figure 3.21.2. Percentage of the population 25 years and over in the West Core market area within different educational attainment categories by decade. Source: U.S. Census Bureau.

The percent of individuals 15 and older who had never been married increased from 39% in 1990 to 54% in 2010.

Households and Families

As with total population, the total number of West Core households declined between 1990 and 2010. West Core's total households numbered 10,959 in 2010, a loss of 1,470 households or 12% below that of the 1990 count of households of 12,429. During the twenty-year period, the percent of households that were family households declined from 69% to 62%, and the percent of households that were single-persons increased from 28% in 1990 to 33% in 2010 (see Figure 3.21.3). The average household size declined over this time from 2.72 in 1990 to 2.51 in 2010.

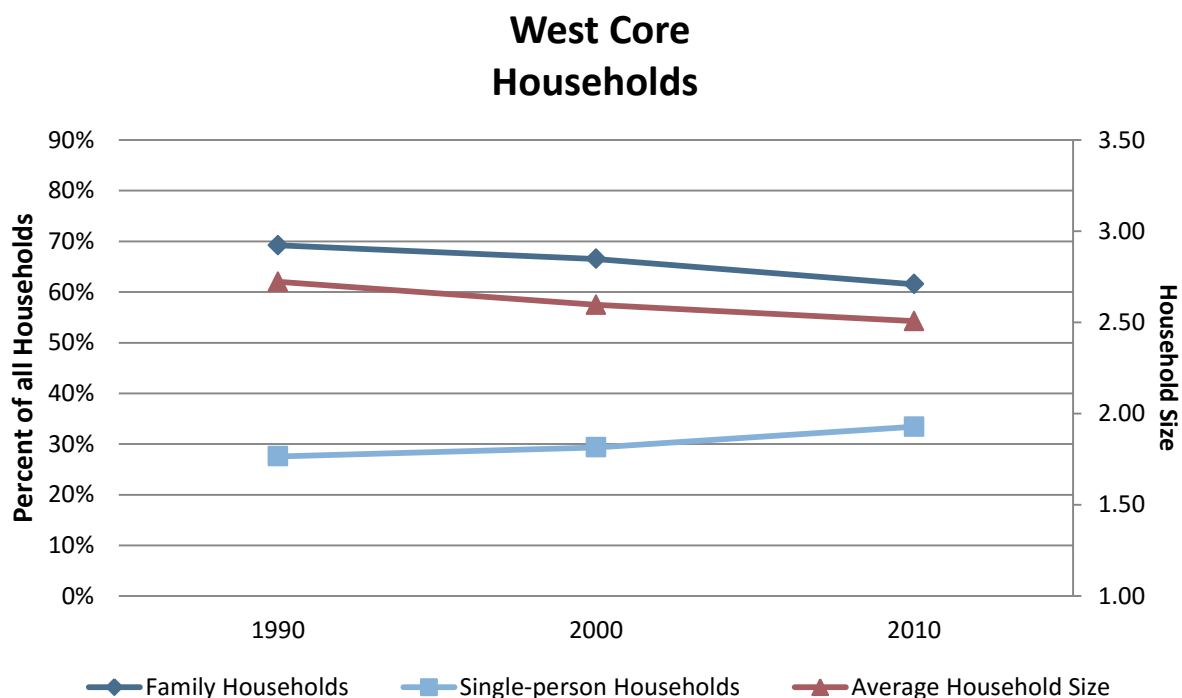


Figure 3.21.3. The percentage of all households in the West Core market area that are family households or individuals living alone by decade (left axis); average household size in the West Core market area in each decade (right axis). Source: U.S. Census Bureau.

Family households in West Core declined over 22% between 1990 and 2010, from 8,602 families to 6,745. Of these, married couple families also declined, from 42% of family households in 1990 to 30% in 2010. Meanwhile, female-headed households increased from 51% of families in 1990 to 60% in 2010. The total number of single parent households with children declined 12% between 1990 and 2010, while the number of married couple family households with children declined 47% over the same twenty year period. The average family

size in West Core declined from 3.34 in 1990 to 3.22, still well above the 2010 average of 2.98 for all of Jefferson County.

The 2010 median household income for West Core was \$21,977, a 25% decline from 2000 in real terms, and just 47% of the median household income for all of Jefferson County. The percent of family households in poverty vacillated from 1990 to 2010 – from 36%, down to 31%, and then back up in 2010 to 35% of all West Core family households. The percent of families with children in poverty varied similarly over the period, from 50% in 1990 down to 43% in 2000 and then back to 47% in 2010 (see Figure 3.21.4). Regardless of these fluctuations, the poverty rate for family households with children in West Core was strikingly high in 2010, 2.3 times that of Louisville Metro as a whole.

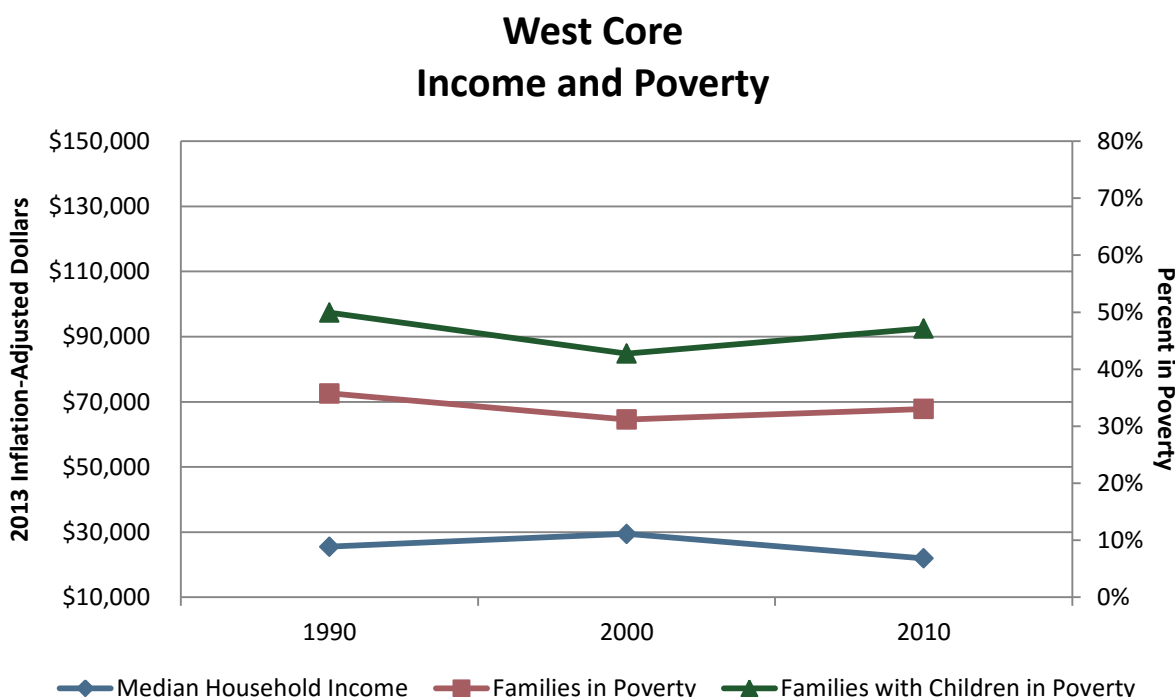


Figure 3.21.4. The West Core market area’s median household income by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the West Core market area with income below the poverty line and the percentage of families with children in the West Core market area with income below the poverty line (right axis). Source: U.S. Census Bureau.

The median value of an owner-occupied home in West Core increased over 48% between 1990 and 2010, to \$72,384, although still just half the median value for Louisville Metro in 2010. Meanwhile, the median contract rent for the area increased 52% during the same period to its 2010 level of \$424 (see Figure 3.21.5). Corresponding to the decline in the real income of West

Core householders between 1990 and 2010, the percent of households with gross rent in excess of 30% of their income increased from 49% in 1990 to 60% in 2010. The percent of homeowners in West Core with total housing costs exceeding 30% of their income also increased, from 27% in 1990 to 40% in 2010.

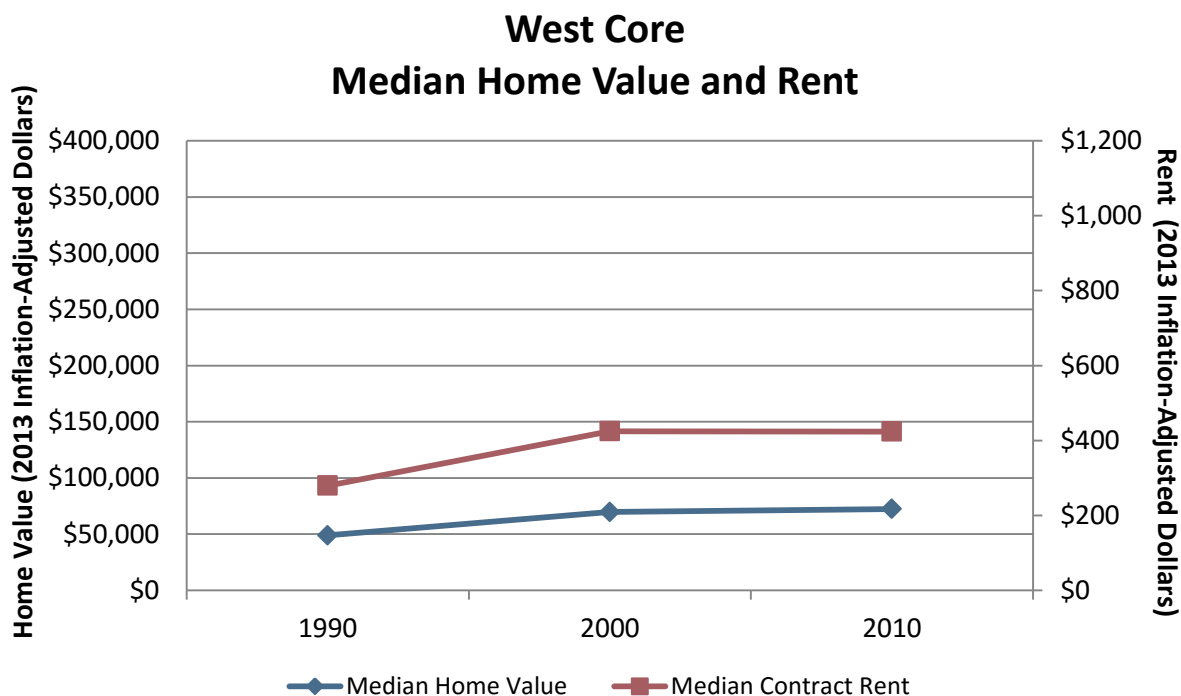


Figure 3.21.5. The median home value of owner-occupied housing units in the West Core market area by decade reported in 2013 inflation-adjusted dollars (left axis); median contract rent of renter-occupied housing units in the West Core market area by decade reported in 2013 inflation-adjusted dollars (right axis). Source: U.S. Census Bureau.

In 2010, 31% of households in West Core were without a car, a decline from 41% of households in 1990. The commute time for area workers not working at home remained at about the same levels from 1990 through 2010, with 70% of workers commuting less than 30 minutes in 2010 and 24% between a half hour and an hour; and with the remaining 6% spending an hour or more commuting to their workplace.

Housing Units

The total number of housing units in West Core declined 5% between 1990 and 2010, to 13,584 units. Meanwhile, vacancies increased to 19% of total units in 2010, up from 13% in 1990. Of the remaining 10,959 area housing units occupied in 2010, 46% were owner-occupied units, down from 55% in 1990.

Projections of Population and Households

The West Core market area is projected to grow by 2,222 persons between 2010 and 2040, an 8% increase (see Table 3.21.2). Areas in the east and southwest of the market area are forecasted to experience population gains, while population decline is predicted in the northern and central areas of the market area. The largest increase in population within the West Core is in tract 35, which contains several housing facilities associated with the University of Louisville. Other large population gains are in the southwest of the market area.

Projections of Total Population, 2010 - 2040 West Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 10	2,540	2,465	2,387	2,351	2,307	2,274	2,237	-303	-11.9%
Census Tract 11	3,373	3,256	3,134	3,067	2,989	2,931	2,868	-505	-15.0%
Census Tract 12	2,811	2,936	3,056	3,220	3,372	3,543	3,708	897	31.9%
Census Tract 14	2,601	2,770	2,935	3,147	3,348	3,583	3,811	1,210	46.5%
Census Tract 15	3,072	3,133	3,190	3,289	3,376	3,481	3,580	508	16.5%
Census Tract 16	2,644	2,536	2,423	2,350	2,268	2,194	2,115	-529	-20.0%
Census Tract 17	2,268	2,160	2,049	1,979	1,903	1,843	1,781	-487	-21.5%
Census Tract 18	1,490	1,440	1,388	1,363	1,333	1,312	1,289	-201	-13.5%
Census Tract 27	2,985	2,959	2,929	2,957	2,975	3,003	3,025	40	1.3%
Census Tract 28	1,872	1,826	1,776	1,755	1,726	1,701	1,673	-199	-10.6%
Census Tract 35	3,088	3,987	4,881	4,892	4,885	4,886	4,878	1,790	58.0%
West Core Total	28,744	29,466	30,147	30,370	30,482	30,751	30,966	2,222	7.7%

Table 3.21.2. Projections of total population in the West Core market area by census tract and year.

The West Core market area is projected to gain 1,113 households between 2010 and 2040, growing by 10% (see Table 3.21.3). Areas in the southwest of the market area are forecasted to experience the largest household gains, while the central market area is expected to see household loss. Small household gains are projected in the east of the market area. Students living in University housing are not reflected in household growth.

Projections of Total Households, 2010 - 2040 West Core Market Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Census Tract 10	979	968	956	953	944	940	932	-47	-4.8%
Census Tract 11	1,401	1,393	1,383	1,374	1,358	1,341	1,319	-82	-5.9%
Census Tract 12	1,157	1,220	1,281	1,351	1,412	1,476	1,534	377	32.6%
Census Tract 14	1,033	1,176	1,318	1,485	1,644	1,813	1,976	943	91.3%
Census Tract 15	1,293	1,330	1,365	1,424	1,474	1,533	1,587	294	22.7%
Census Tract 16	1,024	987	950	923	891	863	832	-192	-18.8%
Census Tract 17	823	788	753	727	696	669	640	-183	-22.2%
Census Tract 18	567	556	545	538	528	518	506	-61	-10.8%
Census Tract 27	1,163	1,168	1,171	1,177	1,176	1,193	1,206	43	3.7%
Census Tract 28	742	759	775	784	787	771	751	9	1.2%
Census Tract 35	777	774	769	775	776	783	788	11	1.4%
West Core Total	10,959	11,119	11,264	11,510	11,686	11,900	12,072	1,113	10.2%

Table 3.21.3. Projections of households in the West Core market area by census tract and year.

Employment

The West Core market area encompasses a substantial portion of the city's historic industrial district, originally located there due to the proximity of the railroad corridors that served as the basis for the city's economic expansion following the Civil War. In 2013, the West Core market area had 12,258 full and part time jobs located there, representing 3% of all jobs in Louisville Metro. Despite the outmigration of the city's commercial and industrial base to sites more proximate to interstate highways, manufacturing and trade remained the West Core's leading employment sectors in 2013 (see Figure 3.21.6). Major manufacturers included Brown-Forman Corporation, Reynolds Food Packaging, Coca-Cola Bottling, Mesa Food, PSC Fabricating, Royal Lace Manufacturing, and Sud-Chemie Chemical Co. Wayne Supply Co. was the leading employer for West Core's trade sector.

The West Core market area lost 1,323 jobs between 2002 and 2013, a 10% decrease (see Table 3.21.4). While the health care sector exhibited sizeable jobs gains over the time, and the hospitality and education sectors also had job growth, the declines in other sectors more than offset these positive gains. The manufacturing sector led the decline in jobs, followed by loss in the professional, transportation and warehousing, other private, and construction sectors.

West Core 2013 Employment by Sector

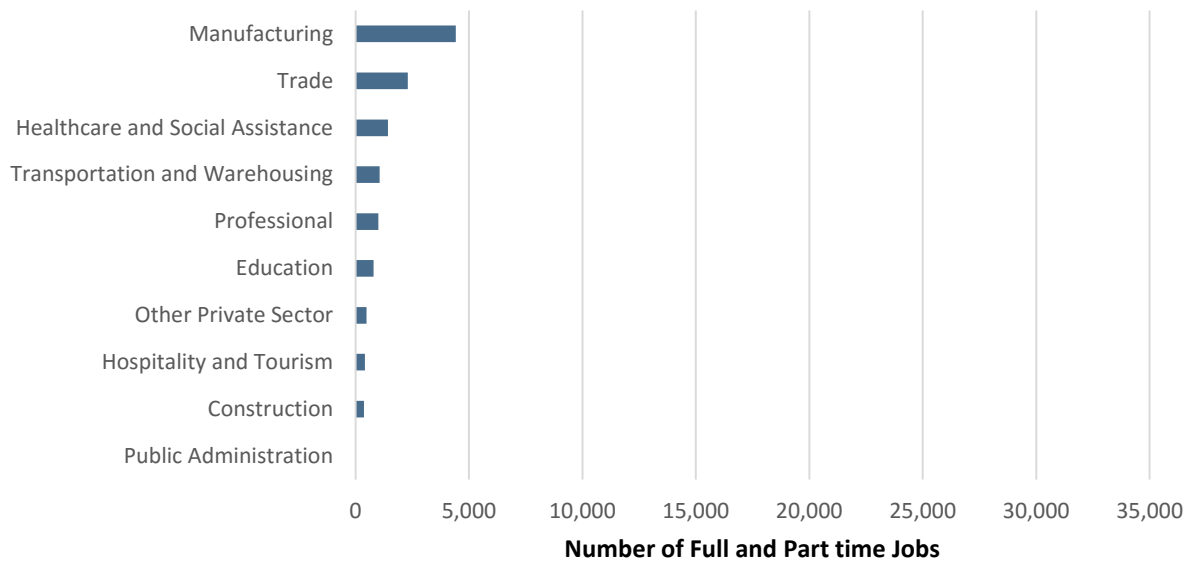


Figure 3.21.6. Full and part time employment by sector grouping in the West Core market area in 2013. Source: U.S. Census Bureau.

West Core Employment Change by Sector (2002 - 2013)		
Sector	Numeric Change	Percent Change
Construction	-266	-41.9%
Manufacturing	-790	-15.2%
Trade	-34	-1.5%
Transportation and Warehousing	-415	-28.3%
Professional	-496	-33.2%
Education	64	8.8%
Health care	861	151.9%
Hospitality	114	38.4%
Other private sector	-343	-41.6%
Public sector	-18	-69.2%
West Core Total	-1,323	-9.7%

Table 3.21.4. Change in full and part time employment by sector grouping between 2002 and 2013 in the West Core market area. Source: U.S. Census Bureau.

Commuting patterns to jobs in the West Core market area changed significantly between 2002 and 2013, as shown in Figure 3.21.7. The number of workers who traveled less than 10 miles to their jobs in the West Core market area declined 12 percentage points, from nearly two thirds (64%) of all workers in 2002 to just over half (52%) in 2013. Correspondingly, there was a 4 percentage point increase in those traveling 10-24 miles, and a 3 percentage point increase in those traveling 35-50 miles. In 2013, 13% of those working in the West Core traveled over 50 miles from their home communities to jobs in one of Jefferson County’s poorest areas.

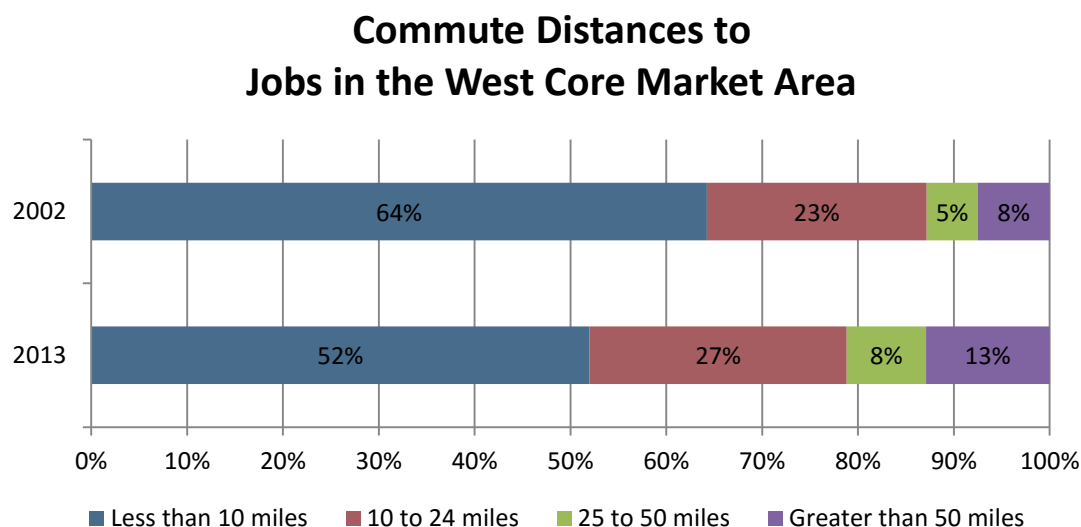


Figure 3.21.7. Commute distances workers traveled to jobs in the West Core market area in 2002 and 2013. Source: U.S. Census Bureau.

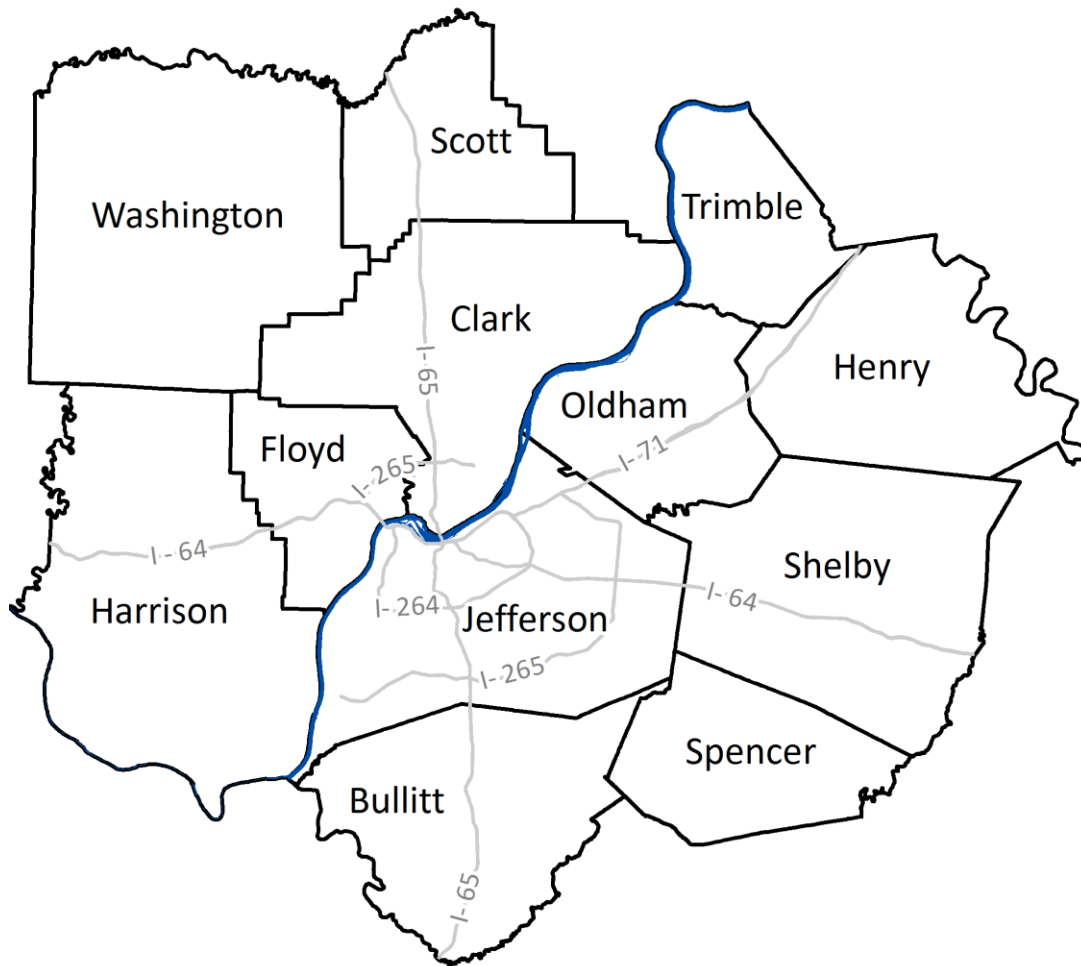
Employment Forecast

Based on recent trends, total employment in the West Core is expected to experience a gradual decline between 2020 and 2040 (see Table 3.21.5). Manufacturing, transportation and warehousing, and professional employment in the West Core will all contract over the coming decades, while the health care sector is expected to expand by 2,000 additional jobs by 2040.

Total Employment Forecast West Core Market Area				
2020	2025	2030	2035	2040
11,223	10,740	10,257	9,774	9,290

Table 3.21.5. Projections of total employment in the West Core market area by year.

Louisville/Jefferson County Metropolitan Statistical Area



People

The total population of the 12-county Louisville/Jefferson County Metropolitan Statistical Area (MSA) reached 1,235,708 in 2010, a 21% increase over the population in 1990. As shown in Figure 4.1, the MSA's population steadily increased between 1950 and 1980, followed by a decade of stagnation between 1980 and 1990, then continuing population gains through 2010.

The population of the Louisville MSA has become older, corresponding with reductions in total fertility during this period and the aging of the "Baby Boom" generation. In 1970, children under age 18 represented 36% of the population, a figure that dropped to 25% in 1990 and 24%

by 2010. The population age 60 and over, which comprised 13% of the population in 1970, was 23% of the population in 1990 and a quarter of the population in 2010. As of 2010, there were a greater number of persons age 60 and over residing in the Louisville MSA than there were children under 18.

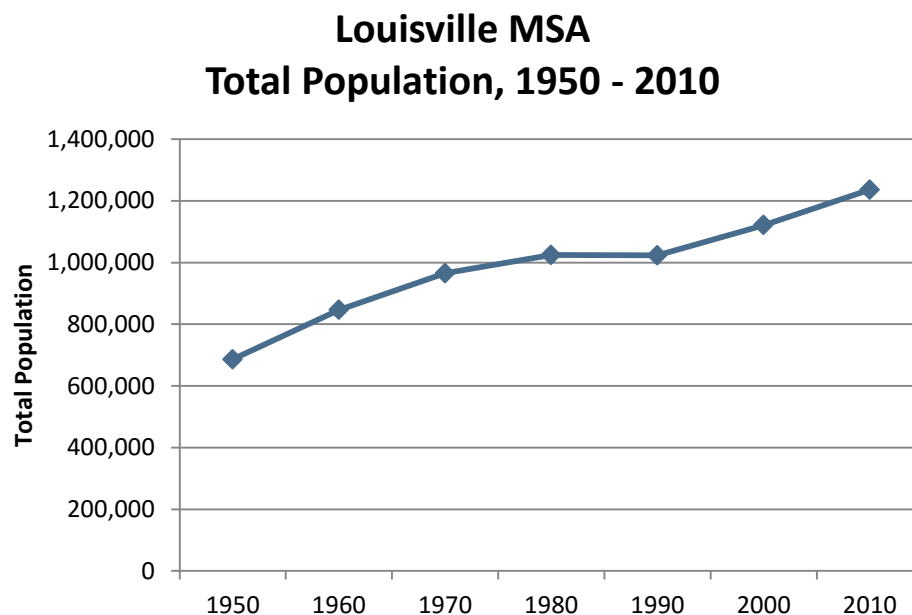


Figure 4.1. Total population in the Louisville MSA by decade. Source: U.S. Census Bureau.

The Louisville MSA became more racially and ethnically diverse over the past two decades as shown in Table 4.1. The percentage of the population who identifies as non-Hispanic White decreased 8 percentage points between 1990 and 2010, although this racial group still experienced numeric gains during this time. The largest percentage growth between 1990 and 2010 was for persons who identify as Hispanic, followed by those who identify as non-Hispanic Other. The Louisville MSA also experienced a significant increase in the percentage of people born outside of the U.S.

The population of the Louisville MSA also became more educated over the past two decades, as shown in Figure 4.2. The percentage of the adult population with a Bachelor's degree or higher increased from 17% in 1990 to 26% in 2010. At the same time, the percentage of the adult population without a high school degree decreased, from 27% in 1990 to 13% in 2010.

Louisville MSA Race, Ethnicity and Nativity			
	1990	2000	2010
Non-Hispanic White	86.4%	82.9%	78.5%
Non-Hispanic Black	12.2%	13.0%	13.8%
Non-Hispanic Asian	0.5%	1.0%	1.6%
Non-Hispanic Other	0.2%	1.5%	2.1%
Hispanic	0.6%	1.7%	4.0%
Foreign Born	1.2%	2.7%	5.0%

Table 4.1. Race, ethnicity, and nativity of the Louisville MSA as a percentage of the total population by decade. Source: U.S. Census Bureau.

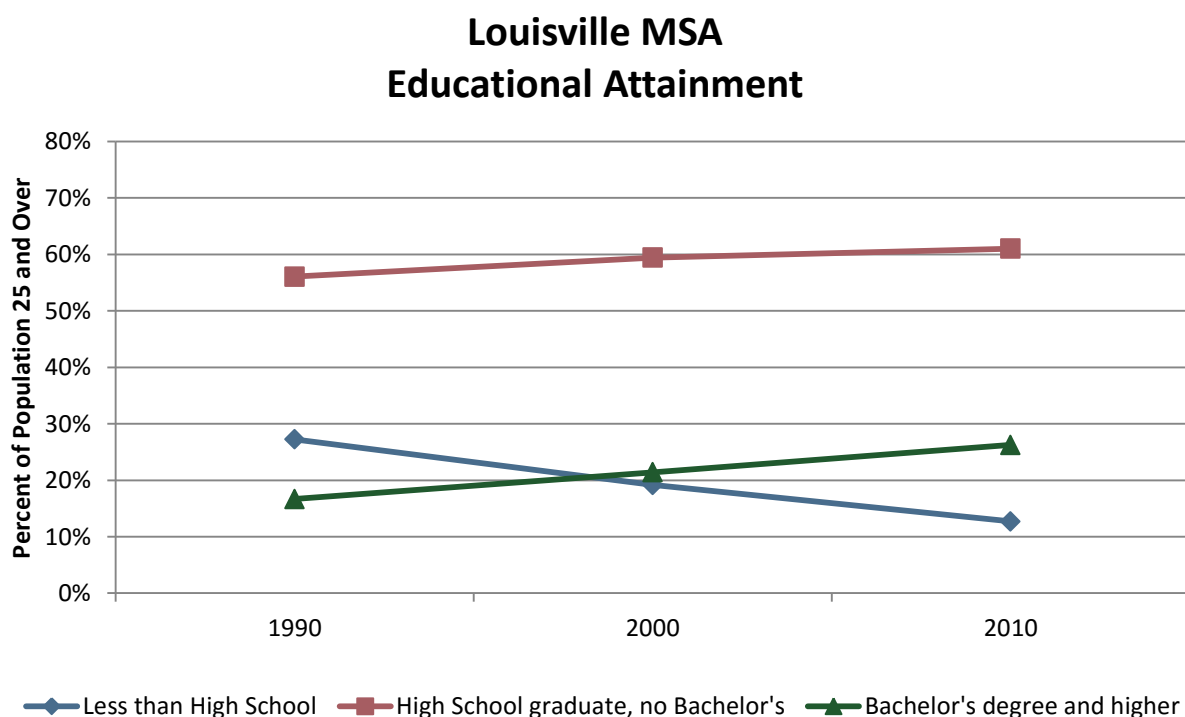


Figure 4.2. Percentage of the population 25 years and over in the Louisville MSA within different educational attainment categories by decade. Source: U.S. Census Bureau.

Households and Families

The total number of households in the Louisville MSA reached 496,314 in 2010, a 26% increase since 1990. Of the total households in 2010, 65% were family households. The percentage of households that are families declined 6 percentage points since 1990 and 17 percentage points since 1970. Meanwhile, single-person households have been on the rise, comprising 29% of households in 2010, up from 25% in 1990 and 16% in 1970. These changes are reflected in the average household size, which dropped from 3.18 in 1970 to 2.55 in 1990 to 2.44 in 2010 (see Figure 4.3).

In 2010 the number of family households in the Louisville MSA was 324,000. The percentage of family households that were married couples declined, from 86% in 1970, to 75% in 2000 to 71% in 2010. Of the remaining 2010 family households in the MSA, 21% were female headed family households, and 8% were male headed family households.

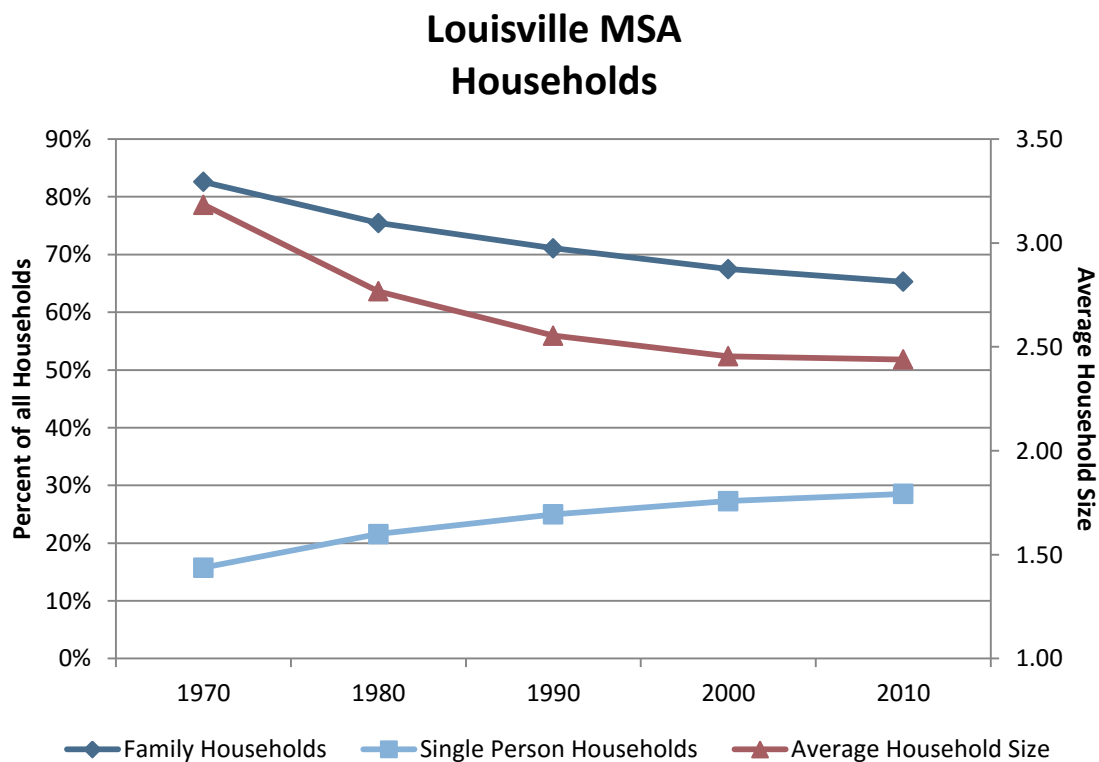


Figure 4.3. The percentage of all households in the Louisville MSA that are family households or individuals living alone by decade (left axis); average household size in the Louisville MSA in each decade (right axis). Source: U.S. Census Bureau.

The Louisville MSA had a median household income of \$49,753 in 2010. Median household income experienced a 13% decline between 2000 and 2010 after adjusting for inflation. This drop in income was accompanied by an increase in the percent of families in poverty. Of all families in the MSA, 11% were in poverty in 2010, which is an increase of 3 percentage points since 2000. Of families with children in the MSA, 18% were in poverty in 2010, which is an increase of 5 percentage points since 2000 (see Figure 4.4).

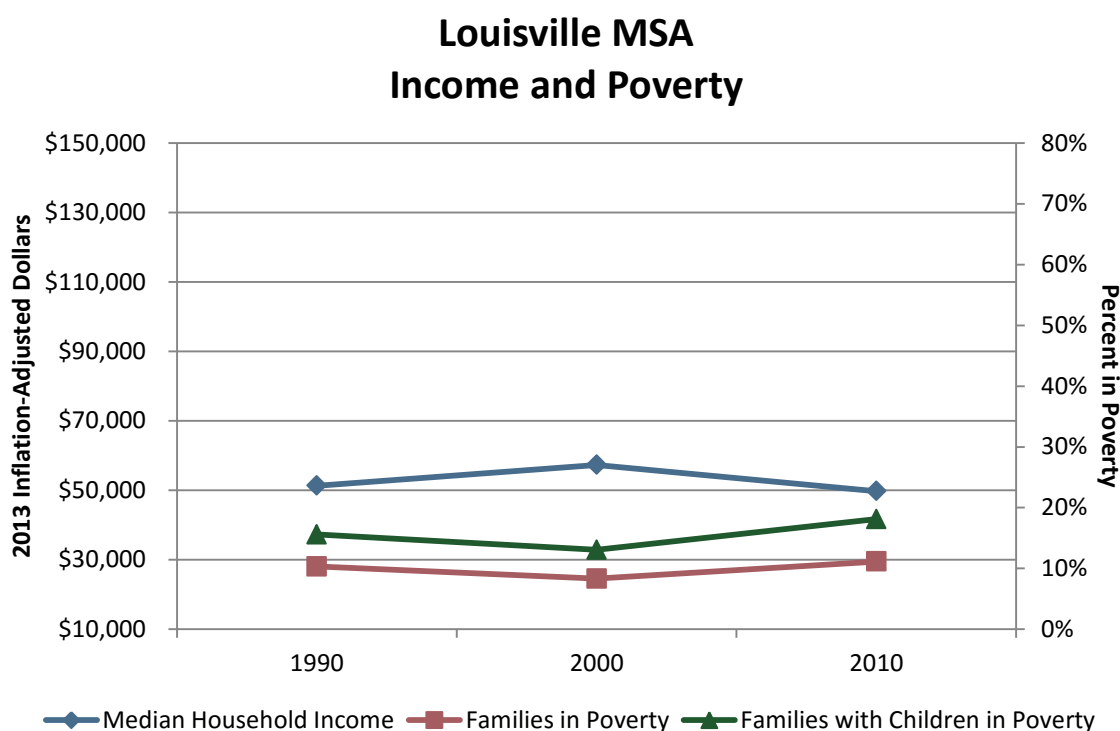


Figure 4.4. Median household income in the Louisville MSA by decade, all reported in 2013 inflation-adjusted dollars (left axis); the percentage of families in the Louisville MSA with income below the poverty line and the percentage of families with children in the Louisville MSA with income below the poverty line (right axis). Source: U.S. Census Bureau.

Housing Units

The total number of housing units in the Louisville MSA was 540,440 in 2010, a 29% increase over the number of housing units in the MSA in 1990. Of the 2010 housing units, 8% were vacant while 92% were occupied. This is a slight increase in the percentage of vacant units, which otherwise held steady at approximately 6% between 1980 and 2000. Of the 496,314 occupied housing units in the Louisville MSA in 2010, 68% were owner occupied and 32% were renter occupied. These percentages have remained stable since 1990.

Projections of Population and Households

The Louisville MSA is projected to grow by 315,834 people, a 26% increase, between 2010 and 2040 (see Table 4.2). By 2035 the Louisville MSA is projected to top 1.5 million people.

Jefferson County is forecast to experience the largest numeric gain over the projection period (see Figure 4.5), accounting for 42% of the predicted growth in the MSA. The 2nd and 3rd largest numeric gainers – Oldham County and Bullitt County – will account for an additional 25% of the MSA’s projected growth. The largest percentage change is forecast in Spencer County, which is expected to more than double its population between 2010 and 2040. The other Kentucky counties bordering Jefferson County (Oldham, Shelby and Bullitt) are each expected to grow by more than 50% (see Figure 4.6). Clark County, Indiana is also forecast to have sizeable population gains, in both numeric and percentage terms.

Although average household size is stabilizing after decades of modest decline, household growth in the MSA is nevertheless projected to outpace population growth through 2040. The Louisville MSA is projected to gain 154,253 households between 2010 and 2040, bringing the total number of households to 650,567 in 2040 (see Table 4.3). Jefferson County is expected to account for 42% of the MSA’s household growth, and will experience the largest numeric gain in households in the MSA. The four Kentucky counties surrounding Jefferson are projected to have the largest percentage increase in the number of households. Bullitt, Oldham, Shelby and Spencer counties are each expected to experience more than a 70% increase in the number of households by 2040. These four counties – along with Jefferson County – account for 81% of the expected household growth in the region over the next few decades. Of the Indiana counties, Clark County is forecast to experience the largest numeric and percentage gain of households.

Projections of Total Population, 2010 - 2040 Louisville/Jefferson County Metropolitan Statistical Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Clark, IN	110,232	117,001	123,060	128,509	133,253	137,476	141,408	31,176	28.3%
Floyd, IN	74,578	76,267	77,763	79,005	79,851	80,261	80,367	5,789	7.8%
Harrison, IN	39,364	41,466	43,254	44,785	45,988	46,872	47,499	8,135	20.7%
Scott, IN	24,181	24,745	25,210	25,574	25,785	25,866	25,889	1,708	7.1%
Washington, IN	28,262	28,751	29,104	29,415	29,652	29,747	29,751	1,489	5.3%
Bullitt, KY	74,319	81,358	88,508	95,623	102,461	108,891	114,952	40,633	54.7%
Henry, KY	15,416	15,706	15,915	16,037	16,110	16,062	15,946	530	3.4%
Jefferson, KY	741,096	768,000	793,817	817,427	838,053	855,909	872,231	131,135	17.7%
Oldham, KY	60,316	67,412	74,990	82,306	89,639	96,668	103,223	42,907	71.1%
Shelby, KY	42,074	46,838	51,944	56,950	61,939	66,835	71,703	29,629	70.4%
Spencer, KY	17,061	20,157	23,655	27,189	30,861	34,587	38,301	21,240	124.5%
Trimble, KY	8,809	9,172	9,514	9,807	10,022	10,171	10,272	1,463	16.6%
Louisville MSA	1,235,708	1,296,873	1,356,734	1,412,627	1,463,614	1,509,345	1,551,542	315,834	25.6%

Table 4.2. Projections of total population in the Louisville MSA by county and year.

Projections of Total Households, 2010 - 2040 Louisville/Jefferson County Metropolitan Statistical Area									
	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040	
								numeric	percent
Clark, IN	44,248	47,515	50,539	53,280	55,658	57,723	59,564	15,316	34.6%
Floyd, IN	29,479	30,584	31,675	32,587	33,277	33,671	33,853	4,374	14.8%
Harrison, IN	15,192	16,391	17,507	18,475	19,277	19,818	20,190	4,998	32.9%
Scott, IN	9,397	9,821	10,137	10,399	10,543	10,606	10,622	1,225	13.0%
Washington, IN	10,850	11,252	11,554	11,802	12,001	12,069	12,092	1,242	11.4%
Bullitt, KY	27,673	31,302	34,970	38,569	41,902	44,940	47,720	20,047	72.4%
Henry, KY	5,963	6,202	6,405	6,530	6,608	6,577	6,517	554	9.3%
Jefferson, KY	309,175	323,189	336,744	349,090	359,312	367,590	374,600	65,425	21.2%
Oldham, KY	19,431	22,796	26,354	29,654	32,805	35,680	38,336	18,905	97.3%
Shelby, KY	15,321	17,404	19,663	21,796	23,847	25,738	27,581	12,260	80.0%
Spencer, KY	6,165	7,486	9,025	10,568	12,162	13,698	15,197	9,032	146.5%
Trimble, KY	3,420	3,647	3,855	4,037	4,164	4,248	4,295	875	25.6%
Louisville MSA	496,314	527,589	558,429	586,787	611,555	632,358	650,567	154,253	31.1%

Table 4.3. Projections of total households in the Louisville MSA by county and year.

Projected Population Change (2010 – 2040) Louisville/Jefferson County Metropolitan Statistical Area

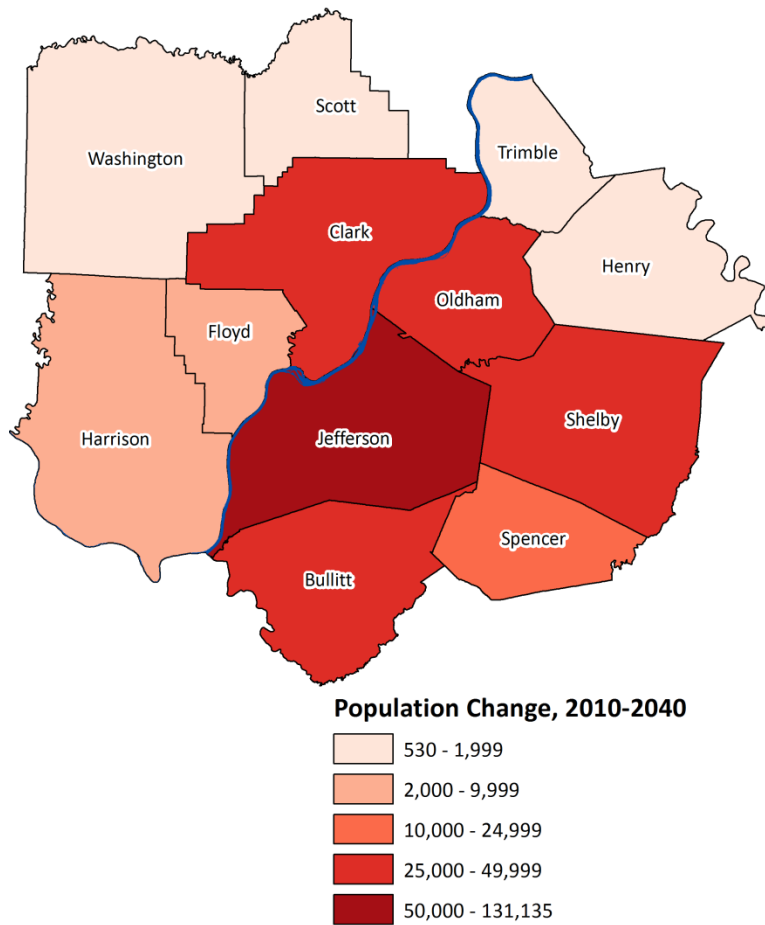


Figure 4.5. Projected population change in the Louisville MSA between 2010 and 2040 by county.

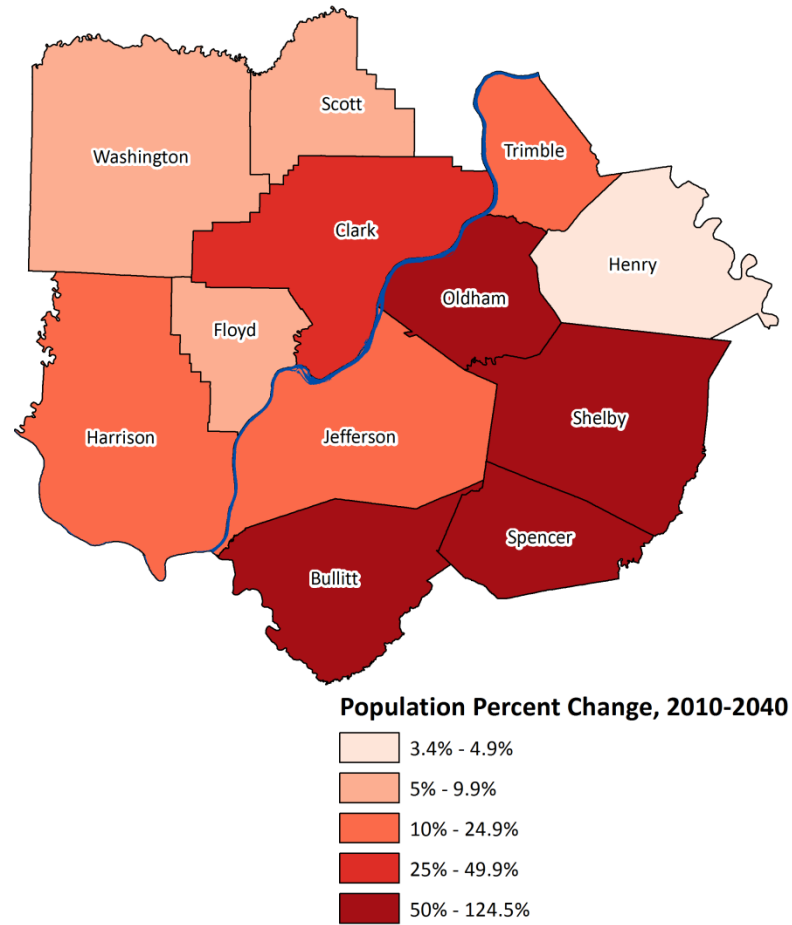


Figure 4.6. Projected percent change in total population in the Louisville MSA between 2010 and 2040 by county.

Economic Overview

Unlike most U.S. urban economic regions, manufacturing remains a critical component of the Louisville MSA even as new strengths in healthcare, food service, and logistics and distribution emerge. Over one third of all jobs in Kentucky are located in the Louisville MSA.

The St. Louis Federal Reserve Bank (serving the Louisville region) calls Louisville a “high beta” MSA. In finance, the beta of a particular investment is a measure of its responsiveness to changes in market conditions. The recent recession illustrates the point. The Louisville MSA’s unemployment rate was higher than that of other MSAs on average, but rebounded more quickly than other MSAs.

Productivity

The Louisville MSA ranks 60th of all MSAs in per capita productivity as measured by gross domestic product (GDP), or the market value of all final goods and services produced in the region. There are several likely reasons. First, the level of highly-educated, high skill workers in the MSA is lower. Second, Louisville’s core economic strengths are not highly technology-intensive.

Figure 4.7 shows the Louisville MSA GDP gap widening in the years preceding the recession relative to the average GDP of other metro areas in the country. The gap is widest during the recession, very likely because the region has more manufacturing than the average region in the US, and manufacturing is very sensitive to economic downturns. On the other hand, note that Louisville’s recovery was faster than the average MSA, giving support to the characterization of the region as “high beta.”

Productivity can be increased by people working smarter, either by training and expertise or by using technology to produce more output. It can also be increased by adding more people to the labor force. Louisville’s labor force participation rate tends to average a full point higher than the average of all MSAs in the US (65.1% in Louisville to 63.3% US MSA Average in 2014). One could conclude that productivity is hampered primarily by fewer highly skilled workers and fewer technology jobs. In fact, a comparison of employment by occupation between the Louisville MSA and the nation suggests just that (see Table 4.4).

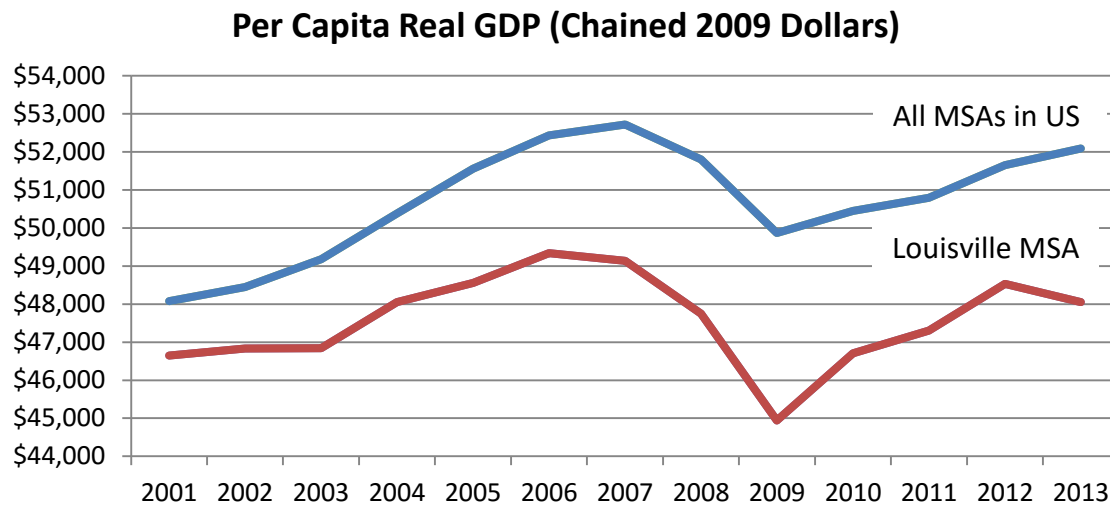


Figure 4.7. Real gross domestic product (GDP) per capita in the Louisville MSA and United States in 2009 chained dollars by year. Source: Bureau of Economic Analysis.

Employment by Occupation, Civilian Employed Population 16 Years and Over

	USA	Louisville MSA
Management, business, science, and arts occupations	37%	35%
Service occupations	18%	16%
Sales and office occupations	24%	24%
Natural resources, construction, and maintenance occupations	9%	7%
Production, transportation, and material moving occupations	12%	17%

Table 4.4. Employment by occupation as a percentage of the total civilian employed population 16 years and over in the Louisville MSA and the United States in 2014. Source: U.S. Census Bureau.

Employment

From the early 1980s through 2000 the Louisville MSA enjoyed steadily increasing job growth (see Figure 4.8). In a sense, the Louisville MSA was “recession-proof” for the period. Prior to those years and afterward, employment exhibited the cyclical pattern that is more common.

The MSA’s employment profile by sector (see Figure 4.9) shows strength in the professional, trade, health care and social assistance, and hospitality industries.

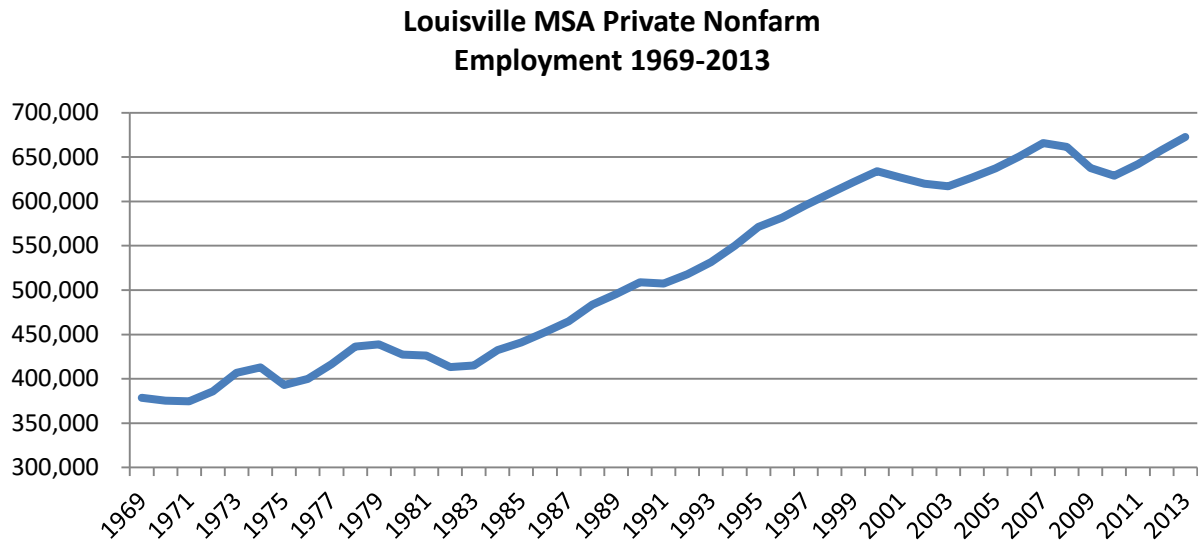


Figure 4.8. Total private nonfarm employment in the Louisville MSA by year. Source: Bureau of Economic Analysis.

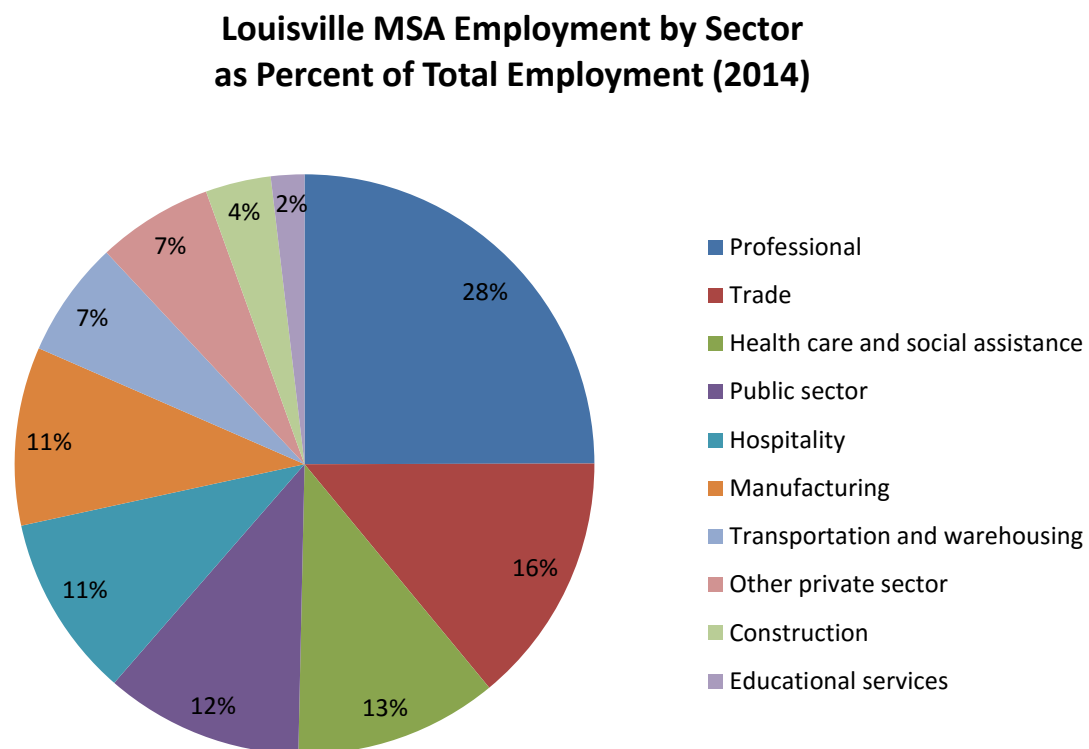


Figure 4.9. Employment by sector grouping as a percent of total employment in 2014 in the Louisville MSA. Source: Bureau of Economic Analysis.

Looking at employment over time by sector (see Figure 4.10), losses are evident in both the construction and trade sectors. However, these trends need to be considered in light of the growth in nonemployers in the construction industry. Retail is a high employment sector but shows stagnation over the period. This is typical across MSAs as online vendors increasingly cut into storefront retail market share. Manufacturing was certainly sensitive to the recession while public services (including education) were not. Health care and social assistance shows steady growth over time. Hospitality experienced a significant post-recession uptick. Transportation and warehousing has shown modest but steady growth.

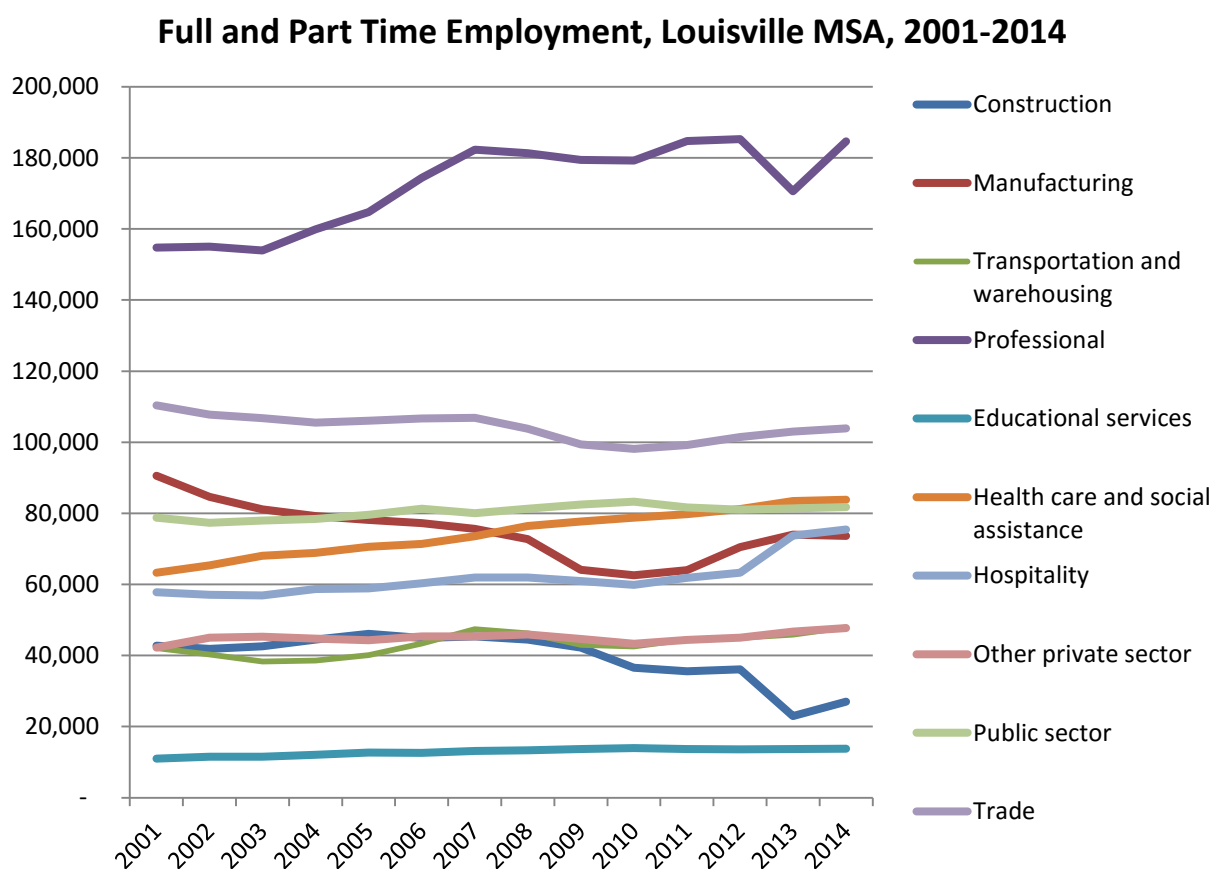


Figure 4.10. Full and part time employment by sector grouping by year in the Louisville MSA.
Source: Bureau of Economic Analysis.

Employment Forecast

Employment forecasting is based on historical trends and adjusted judgmentally based on specific information about the region or the industry in the region. Historical data of total employment is available back to 1969, and is suitable for total employment forecasts.

Employment data by sector was not available in the groupings used for this report prior to 2001. However, some structural changes in the sectors may be adequately reflected in the more limited recent data. For example, the professional services sector is much different since desktop computing became the norm. The transportation and warehousing sector has changed significantly due to technology improvements. Service employment grew much more quickly than manufacturing employment nationally, and health care continues to innovate with changes in delivery and access.

Total Nonfarm Employment

Total nonfarm employment (full and part time) in the Louisville MSA is forecast to reach approximately 900,000 by 2040, growing by a little less than 1% per year (see Table 4.5). The Louisville MSA's forecasted growth rate of 0.94% is just a bit lower than the average forecast growth rate for all MSAs in the United States of 1.10%.

Forecasts of Total Nonfarm Employment, Louisville MSA 2020-2040				
2020	2025	2030	2035	2040
790,292	815,915	841,535	872,276	903,525

Table 4.5. Projections of total nonfarm employment in the Louisville MSA by year.

Nonfarm Employment by Sector

Table 4.6 presents the MSA employment forecasts by sector grouping. The following sectors are gaining employees: professional, health care and social assistance, hospitality, and transportation and warehousing. The public sector and educational services show very modest growth. Two sectors are trending downward. Manufacturing is forecast to lose jobs for all the reasons discussed in the county forecast. Trade is also trending slightly downward for the region.

It is important to note that part time employment is increasing in every sector, but is already common to the hospitality and retail sectors and growing in the professional sector. This forecast is based on jobs, not the people in those jobs. That is, if a person held two part time jobs in the same sector or in different sectors, he/she would be counted twice.

Full and Part Time Employment Forecast by Sector, Louisville MSA, 2020-2040

	2020	2025	2030	2035	2040
Construction	26,154	25,002	23,850	22,954	20,992
Manufacturing	64,615	61,108	57,597	54,849	52,426
Trade	96,150	92,931	89,711	86,725	83,834
Transportation/warehousing	57,084	59,826	62,568	65,544	68,613
Professional	223,210	236,574	249,937	264,535	280,185
Educational services	15,640	16,744	17,847	19,185	20,616
Health care/social assistance	94,324	102,273	110,222	118,404	126,681
Hospitality	78,841	84,555	90,270	97,048	103,261
Other private sector	49,508	50,412	51,315	52,854	54,684
Public sector	84,765	86,492	88,218	90,178	92,233
Total	790,292	815,915	841,535	872,276	903,525

Table 4.6. Projections of total employment by sector grouping in the Louisville MSA by year.

Nonfarm Employment by MSA County

Table 4.7 demonstrates Jefferson County's leadership in regional job growth. The Louisville-Southern Indiana Ohio River Bridges project is expected to offer Clark County a much improved economic development outlook. The East End Bridge provides easy access to the River Ridge Commerce Park in Indiana, a 3000 acre business park that is expected to eventually nearly double in size over ten years. Industries likely to be attracted to River Ridge include warehousing, mail/package delivery, fabricated metals, light manufacturing, and food production. The Port of Indiana area is also expected to see increased volume of multi-modal transport-based industries. These include transportation providers, such as stevedores, rail, trucking, and warehousing

Forecasts of Total Nonfarm Employment in the Louisville MSA by County 2020-2040					
	2020	2025	2030	2035	2040
Clark County, IN	68,570	72,457	76,345	80,233	84,121
Floyd County, IN	46,625	49,716	52,807	55,897	58,988
Harrison County, IN	18,842	20,282	21,722	23,161	24,601
Scott County, IN	10,282	10,827	11,373	11,919	12,464
Washington County, IN	10,247	10,697	11,146	11,596	12,045
Bullitt County, KY	31,117	34,137	37,158	40,179	43,200
Henry County, KY	6,254	6,666	7,077	7,489	7,900
Jefferson County, KY	543,890	552,038	560,184	573,450	587,225
Oldham County, KY	25,575	27,885	30,195	32,505	34,815
Shelby County, KY	22,880	24,700	26,520	28,340	30,160
Spencer County, KY	3,515	3,817	4,118	4,419	4,721
Trimble County, KY	2,495	2,693	2,890	3,088	3,285
Total	790,292	815,915	841,535	872,276	903,525

Table 4.7. Projections of total nonfarm employment in the Louisville MSA by county and year.

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